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For more information, contact:

Brenda Haines, Co-founder/Consultant

(920) 230-2583

Blue Door Consulting Adds to Its Marketing Consultant Team

(OSHKOSH, Wis.) – Three marketing consultants with backgrounds in entrepreneurship, marketing strategy and content marketing strategy have joined the Blue Door Consulting team. The Oshkosh marketing firm recently hired Lacey Reichwald, Jessica Heintz and Terrance Mintner.

Reichwald took the marketing experience she gained as a Whitewater, Wis., coffee shop owner to be successful in business—and ultimately position the shop for sale. As an associate marketing consultant, she takes a holistic, integrated approach to helping clients through marketing strategy, social media, digital marketing, customer experience and search engine optimization.

“As a marketing strategist, the long-term approach gets me really excited,” Reichwald said. “I love beginning with the end in mind, taking actionable steps toward growth and change for clients, their employees and their customers.”

With knowledge in social media, digital marketing and content marketing, Heintz strategizes the best way to deliver client messages through blogs, social media, video, email and more. Her background includes positions at global manufacturers.

“My content marketing roles in B2B and B2C fueled my passion for writing and editing, skills that I integrate into digital and traditional marketing campaigns to deliver client success,” she said.

Mintner, an associate marketing consultant and former magazine editor, will develop overall marketing strategy for clients in addition to content creation, editing and strategy. A Northeast Wisconsin native, Mintner lived in Italy and Israel before returning to his roots late last year.

“My passion is to take my experience living and working with other cultures to understand different perspectives that can help our clients gain new knowledge from their customers and effectively message to them,” he said.

About Blue Door Consulting

Founded in 2002, Blue Door Consulting has a singular goal: Develop innovative strategies that help clients grow. Each team member shares a passion for creativity and a desire to develop bold strategies that differentiate Blue Door Consulting clients from their competitors. With its “Seize the day. Share the love.” approach, Blue Door Consulting provides brand and design, content marketing, web and digital and design thinking services to more than 160 clients from

po box 1515 | oshkosh, wi 54903-1515 | p (920) 230-2583



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