

## **FOR IMMEDIATE RELEASE**

April 6, 2021

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### **Blue Door Consulting Adds to Digital Marketing Strategy Team**

(OSHKOSH, Wis.) – Blue Door Consulting has added two marketing consultants, a technical consultant and a full stack website developer to its digital marketing strategy team. The Oshkosh-based marketing firm recently hired Erin Minsart, Chris Arnold, Caitlyn Phillips and Chad “Trey” Tracy.

Minsart, a senior marketing consultant, comes to Blue Door Consulting with 20 years of experience having worked in small businesses to enterprise organizations as well as leading her own digital marketing agency. While she believes storytelling makes powerful and personalized connections, as a marketing strategist, she also gets excited about the story data tells.

“I love using data to inform decisions and drive success,” Minsart said. “But I get most excited about helping clients take their online presence to the next level and leveraging the available tools to help them succeed and grow.”

As a part-time technical consultant, Arnold will use the listening skills he’s honed as a priest and spiritual director to bridge the gap between technology and people. That will take finding the right tools and techniques to make access to and use of technology easier.

“Finding the right tools and techniques takes deep listening to break down the task or figure out what needs to be done,” he said. “That’s where my strengths weave together—I like to think about ways to make things better, for Blue Door Consulting and our clients.”

An Oshkosh native and associate marketing consultant, Phillips returns home after immersing herself in social media marketing at a Chicago startup company that focused on the hospitality industry. She will use her digital marketing strategy skills to help build clients’ online presence.

“During my six years in Chicago, I got the opportunity to visit clients across the country, gaining invaluable experience building relationships and turning marketing strategies into social media stories,” Phillips said. “I look forward to using what I learned to help build our clients’ online presence.”

While studying Information Systems Technology at Southern Illinois University, Tracy, a full-stack website developer, worked in website development and design services for a web hosting company. The part-time job helped him find his purpose, so after graduation he moved to Chicago, where he worked for a variety of marketing and advertising companies.

“Throughout my career, I’ve maintained a high level of curiosity and wanderlust, searching for new and interesting technology-related challenges,” he said. “I love a good challenge and the serotonin rush from finding the perfect solution for a client.”



### **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 18 states. Clients range from start-ups to Fortune® 500 enterprises crossing sectors and industries. For more information, visit [www.bluedoorconsulting.com](http://www.bluedoorconsulting.com).

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