

**Terra L. Fletcher**  
*Owner and Founder*



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Terra L. Fletcher, owner and founder of Fletcher Consulting, has nearly a decade of experience in business development and marketing consultancy. Her business/community growth and communication strategies have benefited nonprofits, public and private businesses, chambers of commerce, and higher education. Fletcher is an adjunct professor at Northeast Wisconsin Technical College, has partnered with Shawano County Economic Development, and was awarded Entrepreneur of the Year by the Shawano County Chamber of Commerce in 2012.

## **Professional Experience**

**Owner and Founder**

9/07-present

[Fletcher Consulting](#) – Shawano, WI

- Provide strategic marketing solutions and internet marketing services to over 70 businesses in a variety of industries
- Teach traditional and internet marketing, social media, email marketing, customer retention, communication, and branding classes
- Keynote speaker for professional organizations, associations, businesses, and chambers of commerce
- Compose marketing and editorial calendars, implement targeted marketing campaigns, improve advertising ROI, and increase sales
- Expertise in branding, website optimization, design, videography, copywriting, and social media marketing
- Improved client's local visibility by 20% in two hours
- Spoken to/trained groups as small as three to over 1000

### **Selected Clients and Community Partners:**

College of Menominee Nation – social media management, internet marketing

Insurance Industry Charitable Foundation – website optimization

Leadership Shawano County – community outreach and education

Menominee Indian Tribe of Wisconsin – [RBEG mentor protégé program](#)

Shawano Area Young Professionals – steering committee, marketing and PR committee

Shawano County Economic Progress, Inc. – blog, social media, newsletters, annual report, etc.

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