

TERRY PFISTER

A marketing consultant and professional writer, Terry Pfister has close to 30 years of experience in the communications industry, working from both the client and freelance sides of the table. Key skills include strategic planning, brand promotion, public relations, and copywriting for both traditional and new media channels. With extensive experience in both B2B and B2C marketing, she is passionate about building brand recognition and driving revenue growth for her clients.

Terry works with corporations, agencies, and design firms to identify client goals and create key-message “packaging” that is both distinctive and on target. Her proven expertise includes the development and production of public relations and social media campaigns, corporate identity/capability brochures, websites, commercial videos, and thought leadership articles.

Industries served by Terry include engineering (civil/structural design and construction), telecommunications, consumer products, IT, healthcare, manufacturing, education, and arts/entertainment. She has also co-written or ghostwritten successful books for the healthcare, personal development, real estate investment, and direct marketing business sectors.

Terry received her degree in Psychology with honors from Roosevelt University in Chicago, Illinois.