

Lynn Scheurell

B2B Strategist | Writer | Digital Marketer

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People assign various descriptions to the value I bring situations and relationships: catalyst for change, results accelerator, innovator, out-of-the-box visionary, big-picture analytical thinker, positive energy, a 'possibilitarian'. Myself, I'm motivated by facilitating transformation, creating fresh results from current situations, and actualizing business potential.

Re: B2B, the experience a brand delivers is the only sustainable differentiator in business. Continuous transformation is the growing edge. Learning and upshifting what's needed for next-level results attracts business, invites peak performance from and through others, and expands both reach and impact. Strategy catalyzes and directs insightful action. (Just the thought gives me chills... and yes, I probably do need to venture out of my office more!) ;+)

Broad and deep skill set, combined with lateral systems and critical thinking, supports company targets through informed and strategic decision-making. Plus an ability to support building strong teams and healthy corporate cultures that are customer-focused and result-oriented.

Making a difference, solving problems, offering compelling clarity, and helping people live happier professionally is rewarding and fun. Besides, happy people make things happen, in which case we all win.

Specialties: Digital Transformation | Brand Development & Strategy | Analytical Thinking | Customer Experience Mapping | Thought Leadership Platform-Building | Copywriting | Book Ghostwriter | Web Dev Content & Digital Marketing | Strategic Planning | Team Facilitation | Value Propositions | Presentations

Chronology

2021 - **Senior Writer**
CMD Agency, Portland, OR

*2018 /
2020* **Lead Digital Strategist**
XTIVIA, Colorado Springs, CO

*2017 /
2018* **Editor in Chief**
Genesis Digital, La Jolla, CA

2016... **B2B Strategist**
SavvyX, Tucson, AZ

*2015 /
2016* **Director of Content Marketing**
Jahia, Paris, France

1998... **Business Advisor**
Creative Catalyst, Tucson, AZ

Key Areas of Expertise

Strategic Brand, Campaign, and Marketing
Content for Fortune 100 Companies

Digital Transformation | Brand Development
Marketing Strategy | Content Generation |
Thought Leadership | Industry Analysis

Social Media | Community Development
Content Development | Editorial Oversight

Business Strategy, Branding & Marketing
Digital Transformation | Leadership Content
Website Development | Action Planning

Marketing Strategy | Campaign Development
Content Development | Vendor Oversight

Business & Brand Development | Strategy
Best-Selling Author | Thought Leadership

Recommendations: <https://www.linkedin.com/in/lynnscheurell/>