

- B2B MARKETING · TECHNICAL MESSAGING · INTEGRATED PROGRAMS

Clear stories for complex products.

I turn product complexity into buyer-ready messaging—and build the cross-functional programs that carry it from strategy to market.

LYNETTE BURNS

MARKETING LEADER

LADY LAKE, FLORIDA

● PORTFOLIO AT A GLANCE

Strategy with sleeves rolled up.

My work sits at the intersection of product, audience, and execution. I shape the story, organize the system around it, and keep teams moving through the details that make marketing real.

15+

years across
technology, services &
brands

\$19M+

marketing budget
managed across
three quarters

29

client exhibit programs
delivered

13

states covered in a
six-day photo
production

Core strengths

- B2B positioning & messaging
- Content systems & sales enablement
- Integrated campaign strategy
- Marketing operations
- Product launches & NPI
- Field, event & partner programs

THE THROUGHLINE

Learn the product. Find the buyer truth. Build the message system. Drive the work. Measure and refine.

One product. Three distinct audience stories.

HP Pro x360 Fortis 11-inch G11 | Business, education, and use case agnostic source messaging

BUSINESS

Built strong. Built for business.

Durability and connectivity support work outside the office. The copy moves from product modes to meetings, colleagues, and IT uptime.

EDUCATION

Built strong for the blended classroom.

The same capabilities serve students learning in class and elsewhere. The pen supports engagement and the rugged design handles school life.

BROADER USE

Built strong. Built to last.

The copy keeps durability, versatility, and IT manageability while removing references to either a school or an office.

MY ROLE

I was accountable for final source messaging. I developed and refined feature and benefit copy, consulted on value propositions and key selling points, and balanced messages across the PC portfolio so each product had its own reason to buy.

The approved source messaging fed web, eTail, print, video, and other assets globally through transcreation. Excerpts shown from released HP products; other contributors supplied input and reviews.

Building a sharper U.S. B2B growth foundation.

Restaurant technology spans POS, online ordering, payments, operations, and service. The challenge was to connect the market story, buyer reality, and day-to-day execution.

THE QUESTION

Where was the strongest customer fit—and what would make the U.S. value proposition more useful to buyers and sellers?

THE WORK

Combined voice-of-customer, competitive research, customer and order observations, field feedback, and Customer Success insight.

THE SYSTEM

Connected Sales, Product, Digital, Content, Telesales, Customer Success, and Operations around shared priorities and work visibility.

What moved forward

- + A comprehensive U.S. website and content review
- + Positioning, executive briefs, product and pitch presentations
- + One-pagers, FAQs, competitive materials, and sales tools
- + Web content, guides, nurture, LinkedIn, social, and testimonial materials
- + Creative briefs, workback plans, and a centralized portfolio repository

OUTCOME

A more disciplined foundation for targeting, content, and cross-functional execution.

Portfolio note: this case study is intentionally sanitized. It demonstrates the approach and deliverables without exposing internal performance data, customer information, or proprietary operating detail.

Ideas built to travel—and perform in the real world.

Worldwide integrated campaigns

Led campaign and asset programs spanning commercial PCs, displays, and accessories—across landing pages, product and behind-the-design video, digital media, channel content, and point of sale.

\$19M+

MARKETING BUDGET

WITHIN 2%

OF PLAN, EACH OF THREE QUARTERS

Campaign leadership covered agency direction, stakeholder alignment, asset governance, budget stewardship, and global launch delivery.

Field marketing, events & production

Planned and delivered customer-facing programs from national tradeshows and sponsorships to multi-market production—balancing the brand idea with timelines, vendors, budgets, and live execution.

29

client exhibit programs delivered for Skyline

23

shoots across 13 states in six days for Stanford

OPERATING STYLE

- + Create clarity early
- + Surface dependencies
- + Protect the idea and the deadline
- + Keep teams informed
- + Close the loop with results

Breadth that strengthens the work.

Technology is the throughline. Financial services, consumer brands, events, and consulting add range in audience, channel, and operating context.

2026	Foodhub For Business U.S. B2B Marketing Manager	Buyer fit, positioning, sales enablement, digital content, and field programs.
2020-2025	HP through Aesbus Worldwide Omnichannel NPI	Global product messaging and launch content for commercial technology.
2013-2018	HP through Aesbus PPS WW Marketing Campaign Manager	Integrated campaigns, agency leadership, asset production, and budget ownership.
Earlier	Skyline · Stanford · Shell · Compaq Marketing, communications & events	B2B programs, brand experiences, sponsorships, production, and execution.

APPLIED AI & ANALYTICS

A marketer building fluency in the next operating system.

UT Austin McCombs postgraduate projects: sales forecasting, telecom churn, computer-vision safety classification, and retrieval-augmented generation evaluation.

● **START A CONVERSATION**

Need someone who can see the strategy—and move the work?

I'm open to B2B marketing, product messaging, integrated campaign, and program leadership opportunities.

EMAIL LYNETTE →

[LINKEDIN.COM/IN/LYNETTE-BURNS-87B57511](https://www.linkedin.com/in/lynette-burns-87b57511) ↗

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