

# CONTENT STRATEGISTS: WINNING OVER THE C-SUITE BY CUTTING THROUGH THE CLUTTER.

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STRATEGIC  
PROWESS

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TELEPATHY  
FOR  
READING  
CLIENTS'  
MINDS

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MOBILE  
DEVICE FOR  
KEEPING UP  
ON TRENDS

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LASSO FOR  
WRANGLING  
APPROVALS

IDEA  
IDEA  
IDEA  
ACUMEN  
FOR  
IDEA  
BOUNCING

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POWER  
TO MORPH A  
WHITE  
PAPER  
INTO 17  
DIFFERENT  
TOUCHPOINTS

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ADVANCED  
AGILITY  
SKILLS FOR  
DEALING  
WITH LAST-  
MINUTE  
CONTENT  
REQUESTS