

# Tuutti Frutti Strategies

## Capabilities | 2024



**TUUTTI FRUTTI**  
STRATEGIES, LLC



## Who we are

**We're a storytelling studio that crafts custom content for tech brands, especially those focusing on government sectors.** We partner with marketing teams at leading technology companies to push past bland writing. Our strength lies in creating narratives that remain long after the last line.

**As seasoned journalists, we know the power of words and artful prompting of discussions.** And tech is well... technical. We cut through jargon to make the complex, comprehensible and uncover the stories that matter most to you and your audience.





## Meet the team

### *Camille Tuutti*

Camille cuts through technobabble, turning complex ideas into clear, powerful stories that drive results. As a tech journalist and storyteller covering government since 2008, she understands public sector pain points and how industry innovations can ease them. Camille's storytelling not only engages—it inspires action.

Discover more about Camille and her work:

<https://tuuttifrutti.com/about/>

Camille Tuutti, CEO





# Meet the Team

## *Amanda Ziadeh*

Amanda has spent 9 years at the nexus of government and technology. Starting with articles, she expanded her storytelling chops to include videos, podcasts and more. Her passion for uncovering unique stories has led her to profile over 100 CXOs through insightful interviews.

Read more about Amanda and her work:

<https://tuuttifrutti.com/about/>

Amanda, Chief Content  
Officer





# Meet the Team

## Top-Notch Team, Behind the Scenes

Our team is stacked with tech writers, content experts, social media strategists and design pros—each one passionate and proficient in journalism and storytelling.

We're driven by crafting content that not only meets but exceeds expectations.

**Your story, written your way, by us.**





# Quality Content. Exceptional Service

## **Authenticity is your most powerful asset.**

In a saturated market, it's not just about being heard—you need to strike a chord. Connecting genuinely will set your brand apart. When you resonate deeply, customers trust, engage and advocate for you.

**We're here to make sure they do.**



Full-Service  
Solutions, Tailored  
to your Needs.





## Strategy

**Want to reach your target audience effectively?** It all starts with a solid plan. We'll work with you to set clear goals, pinpoint key players, and map out a strategic action plan. Our method combines our **unique flair with factual accuracy**, helping you hook your prime audience.



## Custom Content Development

**From bylined articles to podcasts and videos, we handle it all.** Our journalists are experts at creating content that captivates, no matter the format. Whether you need specialized content in print or digital, we have the experience and expertise to bring your ideas to life.



## Executive Thought Leadership

**Your expertise. Your voice. Our handiwork. Got quality ideas, but no quality time to write?** We'll work closely with you to get your ideas down and turn them into evocative pieces. By sharing your knowledge, experiences and best practices from an elevated perspective, you'll establish yourself as a thought leader.





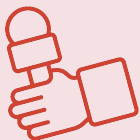
### Podcast Creation & Production

**Want to reach industry and government heavyweights and not be just another tech podcast?** A successful podcast requires preparation to make a lasting impression. We do it all—from the initial concept to the final edits. Just bring your expertise and ideas, and we'll take care of the rest.



### Event Content

**Hosting an event? Make it memorable with expert content creation.** Our veteran journalists are masters at capturing the moments that matter, turning them into thought-provoking insights. We provide your media and analyst teams with everything they need—from compelling articles and branded journalism to detailed white papers and dynamic videos.



### Event Moderation

**Need an engaging moderator or a sharp scriptwriter for your next event?** Whether it's digital or in-person, we excel at sparking engaging conversations and connecting ideas to a broader audience. Our deep industry knowledge means we're always in tune with the latest trends and key players. We don't just keep up; we stay ahead.

# Why Storytelling?

## **Storytelling connects.**

Through profiles, articles, podcasts or videos, when you share your story, you make your business more relatable and build trust.

Done right, it's **persuasive, provocative** and portrays your **unique selling point (USP)**.

But where do you start? How do you showcase your brand's essence so it addresses your customers' needs and highlights your solutions?

**We're here to help.** Consider us your go-to storytelling experts. We'll guide you in crafting engaging narratives that truly speak to your audience.



## Why choose us?

**We've worked with the biggest names in tech, government and defense—from Silicon Valley leaders to D.C.'s power players. Your message is impactful—it's time for the world to hear it.**

Your marketing team is likely lean and overwhelmed, juggling priorities with tight budgets. Creating high-quality content takes time, expertise and insight, which your team might lack. That's where we come in.

We bring industry knowledge to craft compelling narratives that resonate. We understand the complexities of government and technology sectors, ensuring your content is accurate and impactful. With our expertise, we produce high-quality content quickly, freeing up your team to focus on other priorities. An external studio like ours brings fresh ideas and creative approaches that can revitalize your brand's messaging.

Our portfolio is packed with high-impact projects for major clients, proving we handle big challenges with even bigger results.

**See for yourself: [Explore Our Work](#)**



## Ready to chat?

Reach out to discover more about our services and see how we can become your go-to for storytelling and more.

***We can't wait to connect with you!***

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[www.tuuttifrutti.com](http://www.tuuttifrutti.com)



**Thank you!**



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