

Our own crusader: “The Flare” lights up motivation for 30k, wins LinkedIn award



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Chief of Staff to Chief Human Resource Officer Scott Trezise by day, a hot pink-tinged crusader for motivation by night. Meet Lumen’s superhero, “The Flare,” a.k.a. Tamika Brunetti.

Just this week, LinkedIn bestowed on Tamika a [2023 Motivator Award](#) for the inspiration she provides through her work on the 30,000-member LinkedIn Sales Navigator Community.

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Tamika’s postings to her more than 5,200 followers support career growth and improving business relationships through a range of topics from building your personal brand to creating a killer bio to making sure your LinkedIn contact information is updated. She posts under the Superhero brand name, scripted in neon pink on [her LinkedIn page](#), “The Flare,” a designation given by the Customer Success Marketing Team in Broomfield, Colorado.

Tamika’s first assignment at Lumen was to serve as the manager for the Sales Navigator program. She developed a program to support our sales and customer success teams to build,

maintain, and sustain relationships at scale with customers. She continues supporting the community, when she can, even in her new role.

Customer Obsession

“I’m naturally an introvert,” Tamika says. “With people whom I’m comfortable with obviously I’m very extroverted (laughs). I felt like LinkedIn really gave me the opportunity to be myself, and I felt a sense of community through that. So, when I got the job to take over the sales navigator program at Lumen, it just blew up. I just feel really comfortable on LinkedIn, there are so many like-minded people, and I want to make sure especially our customer facing folks are really able to show up the way our customers need to see them.”

Motivating the Motivated

“I’ll keep doing what I’m doing and trying to encourage others to show up on LinkedIn,” she says. “It really is a good way to show off Lumen. Your network grows exponentially once you really show up. You’ll be surprised.”

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