

The background features a dark, textured surface with several dark, reflective spheres. One sphere in the foreground is a distinct olive green color, while the others are dark grey or black. The text is overlaid on this background.

# How to **Build Your Brand** and **Stand out** from the Competition

Michael Brito | @Britopian

Real quick. About me.



## **MICHAEL BRITO**

ZENO GROUP | EVP, DIGITAL & ANALYTICS

I am a digital strategist, published author, TEDx speaker, adjunct professor, and avid 49ers and Lakers fan with over 20+ years of experience helping organizations break through the clutter and reach their audience with game-changing marketing and communication programs.

As an Executive Vice President at Zeno Group, I am responsible for helping clients reach their target audience with laser-focused precision → the right story, at the right time, in the right channel and with the right media. This unique methodology requires a combination of audience intelligence, creative, editorial content, targeted paid media and rigorous integration with traditional public relations programs.

Previously, I was the Head of Social Marketing at W2O Group, and Senior Vice President of Social Strategy at Edelman Digital where I consulted for large brands implementing integrated content and digital marketing programs, globally.

# Inc.

NEWSLETTERS LEAD INNOVATION

LEAD

## 18 Powerful Ways You Can Stand Out in a Crowd

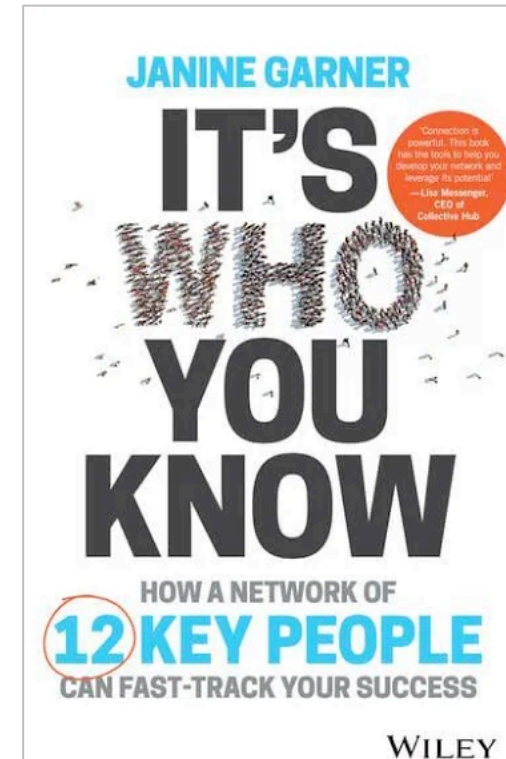
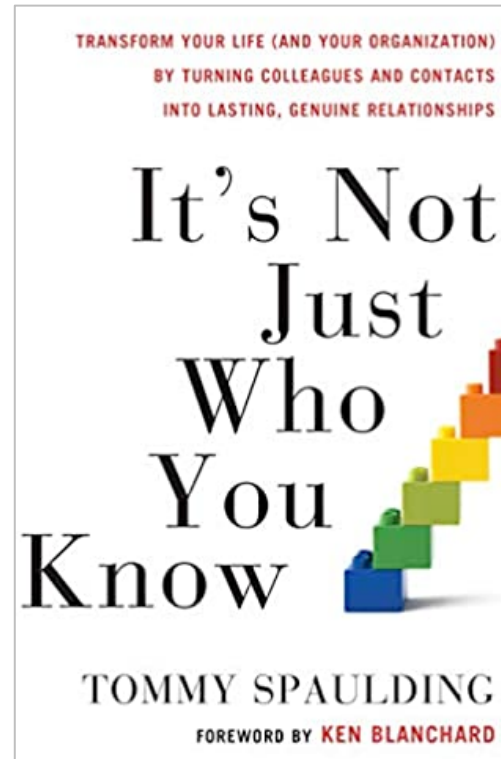
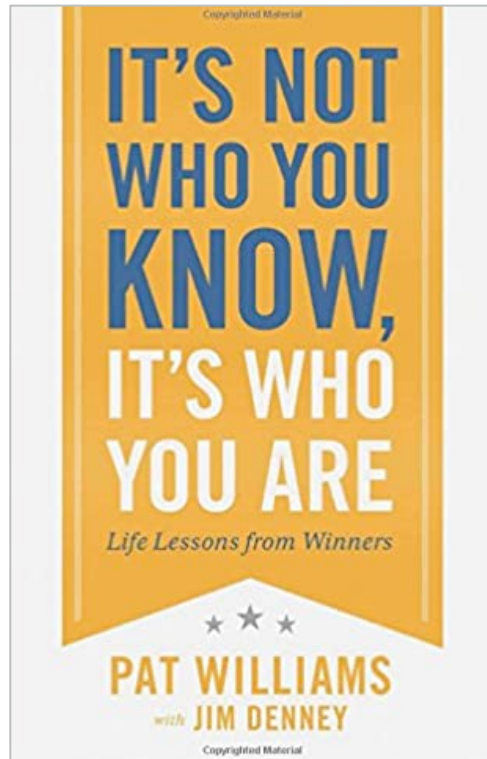
Why do we work so hard to fit in, when we were born to stand out? Here are 18 powerful ways to make an unforgettable impression. 

BY LOLLY DASKAL, PRESIDENT AND CEO, LEAD FROM WITHIN @LOLLYDASKAL

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1. Be disciplined.
2. Know yourself.
3. Be conscious.
4. Be confident.
5. Practice listening.
6. Cultivate emotional intelligence.
7. Be responsible.
8. Lead with excellence.
9. Know your motives.
10. Take yourself seriously.





It's not who you know ... it's **who knows you!**



Google owns your credibility|



Google Search

I'm Feeling Lucky

Establish a point of view.



**Christina Vargas** • 1st

Director of Events | Creator of Meaningful Experiences

2w • Edited •

📢 To all my fellow digital natives: We **MUST** be effective communicators on social! This is exactly why I enrolled in the Strategic Social Media course this semester at SJSU.

Here are my top takeaways to becoming an effective communicator < ...see more

👍 🌱 ❤️ 30 • 3 Comments

👍 Like 💬 Comment ➦ Share



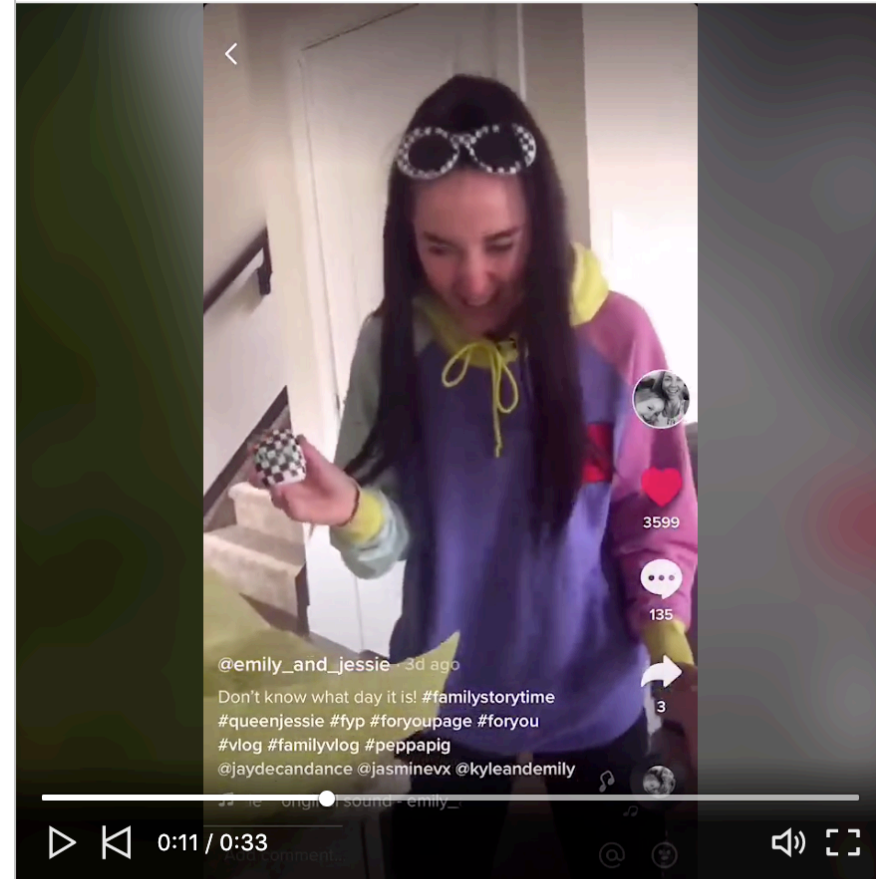
**Jayde Vincent** • 2nd

TikTok Creator with +1.5 Million Followers | TikTok and Gen Z Marketing ...

1d •

The number one most crucial advice I can give influencers is to always be humble and kind!

...see more



👍 ❤️ 🌱 103 • 27 Comments • 2,468 Views



Repetition is critical.



**Jennifer Zuazo** • 1st

Graduate Student at San Jose State | Digital Marketing

4d • Edited • 🔒



Right now is a crucial time to learn about the changes in consumer behavior. [Pinterest](#) is serving as an insight engine providing advertisers with what users have shifted in searching and pinning 📌

The platform realized that users are searching and pinning earlier | ...see more

👍 16 • 2 Comments

👍 Like 💬 Comment ➦ Share



**Jennifer Zuazo** • 1st

Graduate Student at San Jose State | Digital Marketing

3w • Edited • 🔒



Encouraged by [Michael Brito](#), I started using LinkedIn as a way to market myself, which has impacted me as a marketer in the way I create valuable content.

My takeaways from Brito's marketing class 📌 ...see more

👍 25 • 5 Comments

👍 Like 💬 Comment ➦ Share



**Jennifer Zuazo** • 1st

Graduate Student at San Jose State | Digital Marketing

2w • 🔒



Google is the homepage of the internet. We all use it and hardly ever click to go to the next page of results 🧐

Marketers are always pushing info at us, so landing in the results organically instead of paid will increase your site traffic. Improve your chance! ...see more

👍 19 • 1 Comment

👍 Like 💬 Comment ➦ Share



**Jennifer Zuazo** • 1st

Graduate Student at San Jose State | Digital Marketing

3w • 🔒



Social media marketing is made easy with social media intelligence. This is 🔑 to expand social media monitoring and social listening.

Joining [The Social Intelligence Lab](#) webinar on Three Approaches to Social Media Intelligence re-emphasized for me that ready-to-use machi ...see more

👍 🌱 34 • 11 Comments

👍 Like 💬 Comment ➦ Share

Don't forget the written  
word.



2.7M

Monthly Searches

1.5M

Articles published in the last 12 months

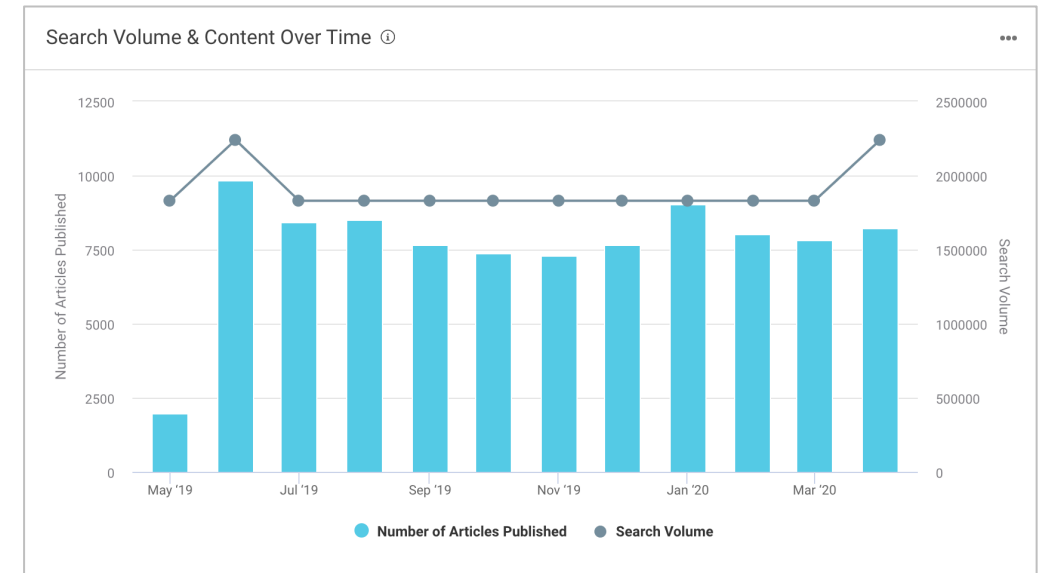
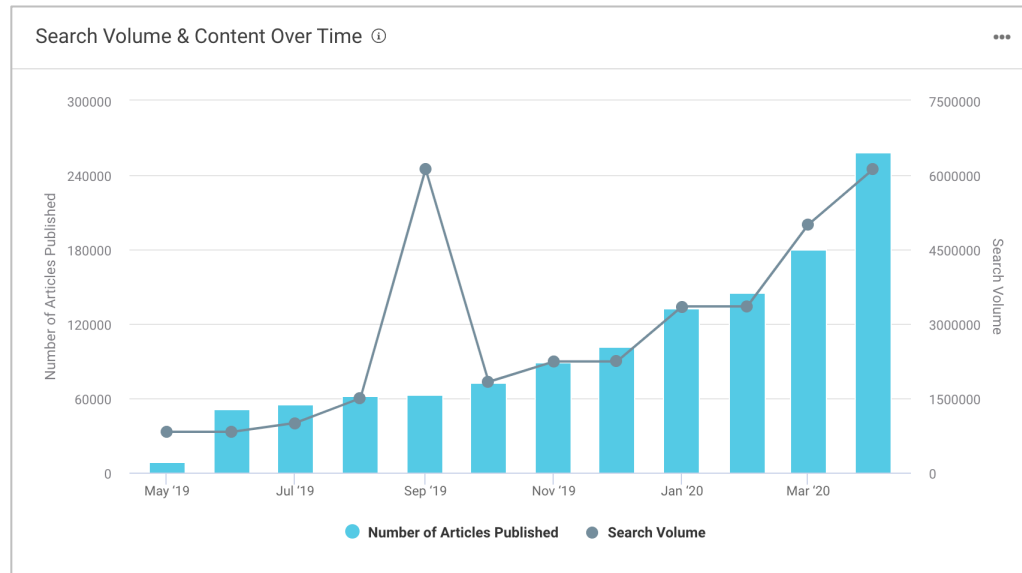


1.8M

Monthly Searches

99K


Articles published in the last 12 months




Optimize your digital  
profile.




# Less of this. 👎



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 **Santa Clara University**  
Leavey School of Business

 **Santa Clara University**


Marketing Student at Santa Clara University  
Union City, California · 204 connections · [Contact info](#)


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### Experience


 **Peer Advisor**  
Santa Clara University Leavey School of Business  
Jun 2019 – Present · 1 yr

Working on a volunteer basis as a peer advisor to first-year students in the Leavey School of Business at Santa Clara University. Trained to advise and teach students about resources available to them on campus. Through this position, I am able to develop my leadership skills and provide a valuable service to students.

 **Santa Clara University**  
1 yr 5 mos



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 **Montecito Chiropractic Ctr**  
San Diego State University-California Stat...

Marketing Student at San Diego State University, Future Doctor of Chiropractic  
San Diego, California · 121 connections · [Contact info](#)


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### About

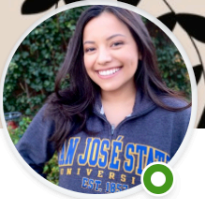
I am currently a Marketing student at San Diego State University, graduating in May 2019. I have worked as a server at Cannonball restaurant during my time at school. Presently, I am working as a digital marketing specialist in a start-up company, as well as a social media marketing specialist for Montecito Chiropractic Center. My ... see more

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### Experience

 **Social Media Marketing Specialist**

# More of this. 👍





## Jennifer Zuazo


@jenniferzuazo | in/jenzuazo/ | @jenzuazo.yay | /jenzuazo

[Message](#) [More...](#)

**Jennifer Zuazo · 1st**  
Graduate Student at San Jose State | Digital Marketing  
San Jose, California · 500+ connections · [Contact info](#)

 **TA-DA! Language Productions**  
 **San Jose State University**

### Highlights

 **33 mutual connections**  
You and Jennifer both know Frank Sette, MBA, PhD (in progress), Nicole Serres, and 31 others

### About

Hello, I'm Jen! I am a social media enthusiast and find marketing to be the best medium for me; every industry needs it so I'm able to dabble in multiple competencies.

Interning at different organizations throughout college gained me various levels of experience in content creation, social media, writing, advertisements, and campaign strategy. These transferable skills, in combination with my outgoing personality, make me a powerful marketer.

**Specialties & Skills:**

- ▷ Digital Strategy
- ▷ Social Media Marketing
- ▷ Content Creation

### Featured

[See all](#) < >

Google is the homepage of the internet. We all use it and hardly ever click to go to the next page of results 🤖

Marketers are always pushing info at us, so landing in the results organically instead of paid will increase your site traffic. Improve your chances to list organically by focusing on SEO.

How to start focusing on SEO 📌...

👍 19 · 1 Comment

Encouraged by Michael Brito, I started using LinkedIn as a way to market myself, which has impacted me as a marketer in the way I create valuable content.

My takeaways from Brito's marketing class 📌

- Be personable. Tell a story; build that valuable connection
- Write how you talk. It's okay if it's...

👍 25 · 5 Comments


Social media m...  
social media in...  
expand social r...  
social listening


Joining The So...  
webinar on Thr...  
Media Intellig...  
that ready-to-u...  
models transfo...  
into research-g...


👍 34 · 11 Co


### Activity

[See all](#)


 **Thanks 😊**  
Jennifer replied to a comment

 **Right now is a crucial time to learn about the changes in consumer...**  
Jennifer shared this  
16 Reactions · 2 Comments

 **Great post, Alejandra!**  
Jennifer commented

 **Well said 🙌**  
Jennifer commented

### Experience

 **Content Creator**  
TA-DA! Language Productions · Internship  
Sep 2019 – Present · 9 mos

- ▷ Spanish team co-leader
- ▷ Assistant in Spanish to English translations

Do the unexpected.

**THANK YOU**

Michael Brito