

Michael Brito

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Summary

Senior Vice President of Social Business Strategy at Edelman. Through social business strategy, I help clients operationalize their content marketing, social media and community building strategies; that better enable more effective customer relationships, employee engagement and brand advocacy with the end result of creating shared value among all business stakeholders - employees, partners and customers.

Experience

Senior Vice President, Social Business Strategy at Edelman **2009 to Present**

- Responsible for delivering strategic content marketing and social media plans to Fortune 500 companies that emphasize both internal and external initiatives
- Participate in new business opportunities to include in person presentations, research and follow up discussions
- Responsible for Knowledge Management initiatives that span across a global network of account and specialized teams in an effort to make Edelman the leader in new, innovative technologies
- Responsible for coaching and mentoring junior staff members, training PR teams on how to use digital

Adjunct Professor, San Jose State University **2012 to Present**

- Developed curriculum and currently teaching a class on Strategic Social Media to undergrad marketing, advertising and journalism students

Adjunct Professor, UC Berkeley **2012 to Present**

- Developed curriculum and currently teaching a class on Strategic Social Media & Other Innovative Technologies to adult learners seeking a marketing certificate

Social Media Strategist, Intel Corporation **2007 to 2009**

- Created the social media strategy targeted towards consumers and influencers; which involved translating the Intel brand message across social channels in order to drive engagement, community growth and customer advocacy
- Built the social listening strategy, which involved sourcing the right analytics vendors and putting together an execution plan

Senior Product Marketing Manager, Yahoo! Inc. **2007**

- Created strategic marketing plans for Yahoo's suite of communities to include Yahoo! Answers, Yahoo! Bix, Yahoo 360 and Yahoo! Groups

Interactive Media Manager, Hewlett Packard **2005 to 2007**

- Managed a \$12 million dollar search-marketing budget to include paid and organic; and integrated search activities with early stage social media planning and execution initiatives
- Evangelized the need to increase financial investment and strategic commitment to use social media as an opportunity to engage with customers and sell HP products and services

Interactive Marketing Manager, 8x8, Inc. **2002 to 2005**

- Managed all paid and owned media marketing activities, focusing heavily on driving sales and conversions
- Built the first branded customer community with a focus on creating brand advocacy and customer retention

Marketing Coordinator, Sony Electronics. **1999 to 2002**

- Managed marketing communications for an internal team of training experts and Learning & Development consultants

Education

Master of Science, Integrated Marketing Communications, Golden Gate University **2008**

Bachelor of Arts, Business Management, St. Mary's College of California **2004**

Skills & Achievements

- Served 8 years in the United States Marine Corps
- Published Author of "Smart Business, Social Business: A Playbook for Social Media In Your Organization" published by Pearson Education, 2011
- Currently working on 2nd book, "Your Brand: The Next Media Company"
- Currently on the Editorial Board of Que Publishing (Division of Pearson)
- I have published articles in Mashable, AdWeek, InformationWeek, PRNewsWeek, MarketingProfs, Social Fresh and have been quoted in the Huffington Post and The New York Times
- Expert in using and deploying social CRM & content publishing platforms like Sprinklr, Spredfast, Hootsuite Enterprise and Kapost
- Expert in using and deploying online monitoring platforms like Radian6, Sysomos, Simply Measured and Tracx
- Proficient in Apple products