

Briana Dai - International Brand Makeover Expert and Social Media Branding Phenom

In this episode:

- Briana's journey from actress, to a successful business owner as an international makeover expert, to social media brand phenom and how that has set her on a pathway to being the next in line CEO of the largest women's entrepreneur network organization in the world!
- The ups and downs of partnerships, and the importance of values in business
- Following your intuition and gut in business and why this is one of the biggest gifts we have
- Briana's most important brand image lessons she has learned working with big name companies around the globe
- Her top tips on digital marketing
- Big stages, big visibility
- How she revolutionized branding beyond visual feats and successfully incorporates messaging, intent, and experience

Briana Dai is an International brand makeover expert and social media branding phenom. As the Creative Director at eWomenNetwork, Briana's ideas are fresh, inspiring and impactful and has helped thousands of women elevate their brand image and social media strategy.

She is a creative power strategist who enhances and elevates everything she touches. Her unique eye for design combined with a vast range of skills is as varied as her client list which include Mariah Carey, Leanne Rimes, Martina Navratilova, Dell, Famous Footwear, James Avery, ESPN, New York Fashion Week and more.

She is directing the creative future of marketing, branding and communication for eWomenNetwork and the exciting Celebrity Science Division clients of the company.

Quotes from this episode:

"It's not that hard to get there. You just need to have certain systems, processes, etiquette and all these things that they don't teach you in school." – Briana Dai

"Success does not definitely buy happiness." – Briana Dai

"I don't think you can live a life of integrity if you're not in alignment with your core values." – Briana Dai

“Just show up consistently. You don’t have to feel the need to be polished and perfect.” – Briana Dai

“The universe knows more than we could possibly ever know.” – Briana Dai

3 Pearls of Wisdom:

“Never focus on the subjective beauty of your brand but relate to the emotional connection that you’re making for your brand.”

“Don’t be afraid to start over and try again. Ever.”

“Listen to the universe, listen to your heart and listen especially when something’s coming up for you and, you don’t know why there’s a reason. It’s our job to listen and figure out that reason.”

Resources:

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Website: <https://www.ewomennetwork.com/>

Facebook: <https://web.facebook.com/iambrianadai>

Instagram: <https://www.instagram.com/iambrianadai/>

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Time stamp:

15:20 – 16:05 – The major difference on a person’s set of behaviors in and out of a business.