

BUILD YOUR BRAND VIRTUAL WORKSHOP



JOIN US

Join Melanie Balestro and Michael Matos for an electrifying virtual workshop on building your own brand. Dive into the dynamic world of personal branding and discover how to build a powerful, authentic brand that stands out. This interactive session will provide you with actionable insights and real-world examples to help you define and elevate your brand. Whether you're just starting or looking to refine your brand, this workshop is your gateway to making a lasting impression. Don't miss out on this opportunity to transform your personal brand and connect with like-minded professionals!



MELANIE BALESTRO

Melanie Balestro is a dynamic Training Leader, Empowerment Coach, Mentor, and Speaker with expertise in change management. Certified in Coaching, Speaking, Training, and Crucial Conversations, she leverages communication to inspire confidence and growth. A visionary leader, she drives engagement, team building, and cultural strategy, uniting diverse generations for positive change.



MICHAEL MATOS

With 30+ years in healthcare and a decade in IT training, Michael Matos specializes in AI-driven learning, VR, and gamification to enhance training and performance. A mentor and leader in digital education, he optimizes workflows and empowers teams. Currently pursuing a BA in IT Management at Berkeley College, he continues to drive innovation in healthcare training and development.