

BRIANNA ZÚÑIGA

Client Care Manager and Executive Assistant

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Brianna brings a blend of creative strategy, digital marketing, and deep care for people to her work at LJIST, where she serves as Executive Assistant and Client Care Manager. With a background in advertising, project management, and production, she is passionate about building systems that support growth, transformation, and equity.

She holds a B.S. in Advertising from the University of Texas at Austin. Before joining LJIST, Brianna worked in advertising agencies, working with Fortune 500 clients. Whether leading large-scale campaigns or mentoring junior team members, she was most energized by moments of collaboration, reflection, and personal growth.

Her commitment to social justice extends into her community work. As a volunteer teacher with Apex for Youth, she led workshops on culture and advocacy for elementary students in New York City.



She has also coached women through Dress for Success and helped design a mentorship program for early-career marketers through the American Advertising Federation.

Brianna identifies as a Latina woman who grew up on the South Texas border before moving to New York City to begin her career. Her upbringing informs her belief in the power of community care and creating spaces where people feel fully seen and supported.

She currently lives in Portland, Oregon, and enjoys traveling, hiking, and road trips to national parks.



The whole experience was extremely well-orchestrated. In a really short time —and over Zoom!— I felt a real connection with total strangers. That speaks volumes about the quality of the team: the tone you set, the structures you have in place, and the quality of the teaching. Thank you.