

Blanca Stella Mejia | 305.710.1311 | blanca@blancastella.com
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*Passionate About Community Building & Creating Authentic Connections
Through Social Media, Digital Platforms and Technology*

Personal Social Media Blog since 2009 www.blancastella.com

Award Winning Bilingual Blog since 2009: <http://www.micaminar.com>

Professional Digital Marketing & Web Development Boutique Agency: www.vizred.com

Personal Social Media Profiles:

Linkedin.com/in/blancastella
Twitter.com/miamishines
Facebook.com/blancamejia
Youtube.com/miamishines
Flickr.com/photos/blancamejia

Gplus.to/blancastella
Vine/blancastella

Social Media Profiles Inspirational Bilingual Blog:

Micaminar.com (Spanish)
Micaminar.com/en (English)
Twitter.com/micaminar
Facebook.com/micaminar
Youtube.com/micaminar
Pinterest.com/micaminar
Gplus.to/micaminar
Instagram.com/micaminar

Professional Profile:

I am a passionate Social Media professional who thrives on teaching all things digital, community building and engaging in Social Media and helping companies get found online by implementing various skills. I provide strategies and insights to business professionals and organizations using key tools for success in the online social web and assist in creating an authentic online voice. These include blogs, podcasts, RSS readers, video distribution, presence applications, metrics, monitoring, blogger insights and social media ROI.

Skills:

SMO (Social Media Optimization): Engagement through social media branding, strategic planning, blogging and sharing digital assets on Google +1, Pinterest, Instagram, Facebook, Twitter, Stumble Upon, Linked In, Flickr, Vine and others. Adept in Reputation Management best practices, creating custom company Facebook page tabs, Facebook contests, blogger outreach, blog carnivals, building a following on Twitter through hashtags and local Tweetups.

Public Speaking: Social Media presentations with case studies of the audience customers, Mobile Marketing strategies and ways to integrate with Social Media, sharing personal experience of creating authentic connections in social media and developing a community online.

SEO (Search Engine Optimization): Media optimization for organic search and Google Plus Local, Location Based Marketing, keyword research, competitive analysis, title tags, meta tags (description and keywords), video and image optimization, Google analytics, keyword rank tracking, on site page SEO for higher results in the search engine and keeping up to date with Google's algorithm search changes.

CMS (Content Management System) via Wordpress : Content creation optimization, distribution, technical Implementation and configuration of plugins/applications and full website development, knowledgeable in CSS and HTML.

Mobile Marketing : Strategies and technology implementation of mobile marketing tools such as SMS, QR codes, landing pages for retrieval of coupons and/or discount codes and tracking clicks. Use of multiple mobile apps for Social Media engagement.

Personal Traits:

- Strong leadership abilities, purpose driven, conscious of Social Good
- Ability to quickly and effectively learn and apply new skills
- Confidence in challenging situations, adaptable
- Work effectively independently or collaboratively with a team
- Proven problem solving abilities, effective communication skills
- Ability to manage multiple projects simultaneously
- Entrepreneurial spirit, out of the box thinker
- Strong attention to detail, self-starter, goal oriented, creative

Languages: English, Proficiency: Expert on all levels

Spanish, Proficiency: Expert in Speaking and Reading

Advanced in Writing

Education: Bachelor of Business Administration in Finance and International Business
Florida International University

Awards/Honors:

- Awarded Best Inspirational Blogger at Latism.org National Conference, November, 2011.
- Selected as one of 70 Latina Bloggers to go to the White House for Top Bloguera Retreat, May, 2012.
- Mentioned in Latina Magazine in a list of 25 Latinas Who Shine in Technology. May, 2013

Social Media Experience:

September 2010 to present: Social Media Strategy, Consulting and Business Development for Web Development agency I founded, VizRED

August 2012 to November, 2013:

Program Manager/Social Media Community Manager for SoCl , Microsoft's creative project at FUSE Labs. Profile: <http://www.so.cl/#/profile/Blanca-Stella-Mejia>

2009-2012:

- Social Media Community Manager and Content Developer for Jupiter Dermatology & Hair Restoration:

- Created three websites for company which have generated online appointments through the implementation of custom forms and follow up with CRM software.
 - Handled all technical aspects of CMS platform (Wordpress) from start to current stage of development.
 - Developed optimized content for organic search which placed client in top Google and Local Search positions. Producer of educational medical library via video and podcasts.
- Social Media Community Manager for Portada
 - Developed social media presence, social media consulting, content development and/or website development for various clients
 - Created Social Media Campaign for Ford Latino during Heart Camp which yielded in over 1 million impressions in one day.

2008-Present: Actively engaged in Social Media with contacts worldwide through personal blog and various social media platforms.

Work Samples 2008-2013: Please visit my agency portfolio: <http://vizred.com/portfolio>

Other skills with various clients include:

- Social Media Strategy, Consulting and Training
- Manage Social Media Profiles: Twitter, Facebook Pages, Blogs , You Tube, Linked In, Flickr, Pinterest, Instagram etc.
- Keyword research for competitive terms for SEO on each piece of content
- Track Google analytics, rankings of keywords, data analysis
- Local Search marketing, Reputation Management

Speaking Engagements, Writing Samples and Social Media Presence:

- Social Media Presence at events since 2008: <http://www.flickr.com/photos/blancamejia/sets>
- Speaking: <http://vizred.com/social-media-public-speaker/>
- Links to Press/In the Media : <http://vizred.com/inthemedial>

Professional Improvements:

- Blogger, New York, August, 2010 – Awarded scholarship by Latism.org for personal blog Micaminar.com to attend this blogging conference comprised of over 2500 bloggers.
- Blogalicious, Miami, October, 2010, a community of thousands of women celebrating diversity in social media.
- NHLI (National Hispana Leadership Institute), Miami, October, 2010 – Handled Social Media for organization during their national conference.
- Latism.org (Latinos in Social Media) South Florida, a non-profit organization Co-Director South Florida Chapter, Latism SFL. Part of team handling social media presence, events, blog, Twitter, Facebook page & expansion of community for chapter.
- Guest of General Motors at National Association of Hispanic Journalists Conference, Orlando, June, 2011.

- Obtained advanced skills via several online courses in Internet Marketing, digital distribution and Search Engine Optimization.
- Established strong relationships with numerous bloggers especially in the Hispanic niche.
- Active participant in the South Florida Social Media Community and campaigns with brands such as Dunkin Donuts, General Motors, Truly Nolen and one of the Ambassadors for Verizon Wireless.
- Invited over a dozen times to give social media tips on a local radio show on 880thebiz.com and to speak at events with the Miami Chamber of Commerce, She Con, SCORE, E Commerce Day Bogota, South Florida Hospital & Health Care Association, Inspiration University, Word Camp 2011, and Wordpress Meetup Group, Social Media Club South Florida, International Money Transfer Conference, Latism National Conference on topics of social media, mobile marketing, Google Plus, Wordpress, blogging and creating community.
- Live tweeting (#latamsummit) for Portada Online's Advertising and Media Summit on their @portadalatam Twitter account, Miami, June, 2011 and June, 2012 and wrote summary articles of the event for their website.
- Consulted, strategized and trained various small businesses to start their social media presence.
- Speaker at several enterprises in Bogota, Colombia including a hospital and a multinational tech company and customizing the presentation with case studies in their niche.
- Speaker at the first Ignite Miami, May 2012 and part of Team organizing Social Media Week Miami, February, 2012 and Social Media Day Miami, June, 2012
- Director of Latism South Florida, Latism.org's chapter. Latism is the largest Hispanic online voice.
- Board member of Social Media Club South Florida
- Speaker at Social Media Club South Florida & Wordcamp Miami about Wordpress tools.
- Speaker at Hispanicize at Tech Bloggers panel, Latism on Google Plus, Latam Social Link on blogging.
- Organized a panel during Social Media Week through Latism South Florida with panelists from People En Español, Lapiz Agency and Ford Latino.
- Part of the team to organize Social Media Day Miami, part of a worldwide event with Mashable with over 900 attendees.
- Organized Ford Millennial panel during Latism National Conference. #FordMillennials
- Presented a Social Media class in Spanish for AARP I Am Destino program
- Handled the Social Media for Democracy in the America's conference for Zambrano Foundation where several former presidents of South America attended.

Previous Work History:

1995-2009 Operations Manager Boutique Real Estate Brokerage Company

Oversaw all functions and activities within real estate service company, including Business Development, Marketing, Client Service, Operations, Regulatory Compliance, and other areas.

Served as consultant/advisor to client companies in order to provide expertise and support on real estate decisions and mortgage decisions. Deliver product presentations and conduct negotiations. Continually identify and implement strategies for improving both business and operational growth. Train, mentor, and motivate staff in meeting and exceeding objectives.

Key Contributions and Achievements in Previous Work Experience

- Improved capabilities of new real estate agents through mentoring on customer relationship management, solutions selling strategies, advanced product knowledge, and exemplary customer service.
- Played instrumental role in managing foreign investor's capital to gain 50% return on investment.
- Seven year Project Management Experience:
 - Project manager/co-owner for a 24 unit condominium conversion project in South Beach including preparing condominium documents, sales, marketing, pro-forma financial projections and management of condominium association.
 - Managed 100 multi-family units in Little Havana, project manager/co-owner for 30 of these units including renovations of units, leasing management and sale of property. Detailed accountability with investor's capital entrusted with.

1986-1995 Commercial and Residential Real Estate Sales