

Blanca has been blogging for five years and is also the founder of an award winning bilingual blog MiCaminar.com, (My Walk), where she shares doses of inspiration, leadership and motivation. She gets geek and blogs about Social Media at BlancaStella.com and also the founder of a Web Development agency VizRED.

She works full time as a Social Media Consultant and is currently one of the Community Managers for Microsoft Research's creative social network project by FUSE Labs, SoCl. She was named by Latina Magazine as one of the top 25 Women Who Shine In Technology. Her motto is "*Make Authentic Connections Through Social Media Platforms*", and her passion has been doing just that. She is very involved in the local grassroots Social Media community and was one of the first speakers at Ignite Miami. Currently, she is on the board of Social Media Club South Florida and a Co-Director of Latism South Florida which is a chapter of the largest non-profit Hispanic online voice. Blanca is also invited to speak about Social Media, Blogging, Reputation Management, Wordpress, and Local Search.