



## **Blanca Stella Mejia Bio**

Blanca Stella Mejia is the founder of [Vizred.com](http://Vizred.com), an agency focused on delivering online digital solutions to the small to mid-sized businesses with expertise in mobile marketing, website development, local search, social media consulting, corporate training and reputation management. As an entrepreneur and small business owner for 25 years, she implements her vast experience in project management and sales to assist clients in developing strategies to find their voice online

She likes to call herself a creative technologist – a little bit of geek with the creativity of blogging, connecting, and having fun in the process.

She graduated from Florida International University with a bachelor's degree in Finance and International Business. She made her career as an owner of a boutique real estate brokerage in Miami concentrating on apartment building renovations and management with European investors and high end luxury homes.

The real estate meltdown in 2008 led her to reinvent her career when clients sought out her services and when they saw her active involvement in Social Media and her first blog [Resurrect Your Hero](#), now inactive.

In 2009, Blanca launched a bilingual blog, [MiCaminar](#) which led her to connect with many Latina bloggers throughout the United States and through this blog, she was awarded a trip by Latism.org to attend Blogher in 2010. She also blogged for several years on [Blancastella.com](#) sharing many videos and pictures of the local South Florida Social Media activities.

On August, 2011, she was named Co-Director of the South Florida Chapter for Latism, a non-profit focused on education, technology, startups and health for Latinos and in November 2011, she was awarded Best Inspirational Blogger at their national conference in Chicago. Latism is the largest Hispanic online community and the third largest community worldwide on Twitter.

In May, 2012, she was honored to be selected by Latism to attend a Top Latina Blogger Retreat in Washington DC, which included a briefing in the White House with top officials and mentorship with top corporate Latina executives.

Blanca is passionate about community building as evidenced by her active involvement in the local South Florida social media and tech community and weekly #Latism Twitter parties. She also has been part of local Social Media campaigns with brands such as Dunkin Donuts, General Motors, Truly Nolen, a community manager for Portada and Brand Ambassador for Verizon Wireless.

Blanca has been invited over a dozen times to give social media tips on a local radio show on 880thebiz.com and to speak at events for the Miami Chamber of Commerce, She Con, E Commerce Day Bogota, Inspiration University, Wordcamp and Ignite Miami. She was a guest of General Motors at NAHJ, and has consulted with clients worldwide.

Her motto is “Make Authentic Connections Through Social Media Platforms”, and her passion has been doing just that. She feels lucky to have met so many amazing and talented people in this way, many of whom she now considers true friends.

Follow Blanca on her personal Twitter accounts: [@miamishines](#) and [@micaminar](#) and/or [get updates on her blog](#).