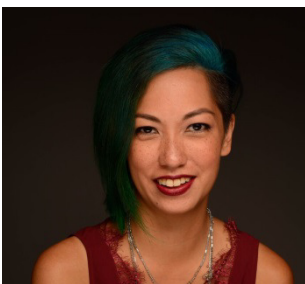


## BPRC's 4th Annual Social Media Spring Training

### Speaker Bios



**Zephan Blaxberg**, Owner, ZMBmedia Zephan Moses Blaxberg is the owner of ZMBmedia, a Baltimore based video production studio that has worked with Fortune 500 companies and even the United States Secret Service. Over the last decade he has provided many video services including livestreaming, events and conferences, promotional and online content for corporations and non-profits. His favorite subject to teach is content recycling which allows you to create one piece of video content and turn it into content that can be used in any other format or on any platform. Zephan is a #1 Best-Selling Amazon author and has given a TEDx talk as well. [www.linkedin.com/in/zephanblaxberg](http://www.linkedin.com/in/zephanblaxberg)



**Taverlee Laskauskas**, Social Media Specialist, Enradius Tav has been working in the digital marketing field for 3 years, developing content strategy for multiple brands on both the local and national level. Her background in both psychology and dance help her formulate effective strategies that work to optimize the user experience. When she isn't creating marketing solutions or choreography, she is mom of two active boys. Find Tav on LinkedIn at [www.linkedin.com/in/taverlee-jaye](http://www.linkedin.com/in/taverlee-jaye)

**Claire Knudsen**, Director of Social Media, tbc Claire Knudsen is the social media director at TBC, an independently owned, full-service branding, advertising and public relations agency with headquarters in Baltimore, Maryland. She has eight years of experience in social media marketing and advertising and influencer marketing. At TBC, she leads all social media strategy, spearheading paid and organic social media campaigns, and manages the agency's blogger and influencer relationships. Prior to joining TBC, Claire was the Senior Social Media Manager at Push, an advertising agency located in Orlando, Florida, that specializes in food, retail and hospitality. At Push, she led social media content strategy for a range of clients including Johnny Rockets, Uno Pizzeria & Grill, Tijuana Flats, Sonny's BBQ, and Another Broken Egg. Claire holds an undergraduate degree in journalism from the University of Maryland, College Park. She is a certified Registered Yoga Teacher (200 RYT) and Les Mills certified fitness expert, and shares her passion for fitness as an instructor at CorePower Yoga and Merritt Clubs. <https://www.linkedin.com/in/claire-Knudsen/>



**Colleen McKenna**, Intero Advisory Colleen McKenna launched Intero Advisory for individuals and companies focused on increasing their sales and talent initiatives. Since 2011 Intero Advisory, a LinkedIn consulting, coaching and training firm has been engaged by more than 600 companies who have increased their presence, revenue and hiring opportunities applying Colleen's insight, strategy, and techniques and to tens of thousands of business professionals. Her membership site, blog and podcast reach a global audience and more than 600 companies have benefited from her expertise. Colleen has worked with and for startups to market leaders like Xerox, Consolidated Graphics and Carefirst. She earned her M.A. in publication design from the University of Baltimore and a B.S. in mass communication from Towson University. [www.Linkedin.com/in/colleenmckenna](http://www.Linkedin.com/in/colleenmckenna)