



## **Shocase Releases Latest “Shocase PRESENTS” Mini-Documentary Videos with a Focus on Social Media**

### ***Shocase Also Welcomes Social Media Thought Leaders to Company as Senior Advisors***

**SAN FRANCISCO – Aug. 26, 2015** – [Shocase](#), Marketing’s Professional Network, today unveiled the latest videos in the [Shocase PRESENTS](#) series, featuring social media and digital video strategist Brendan Gahan of [EpicSignal](#). Shocase PRESENTS, which airs on Shocase and is presented to its community of marketing professionals, is an original mini-documentary series focused on sharing insights, perspective and inspiration from the best and brightest in the marketing sector.

Shocase also announced today that four social media thought leaders have joined the company in senior advisory roles. In addition to Brendan Gahan, social media strategists Renee Blodgett, Matt O’Brien and Jim Tobin will provide their knowledge and experience to establish Shocase as the top gathering place for social media marketers.

“Shocase is committed to providing our users with the most compelling content, expertise and cutting edge insights,” said Ron Young, Shocase’s founder and CEO. “Our Shocase PRESENTS series allows our members to get inside the minds of some of the legends and up-and-coming stars in the industry. Additionally, our senior advisors across marketing disciplines bring a wealth of knowledge and experience to share with the Shocase community.”

First up in the Shocase PRESENTS series was Chuck McBride, chief creative officer of Cutwater and a mastermind behind the “Got Milk?” campaign. The new videos capture insights from YouTube marketing expert Brendan Gahan, the social media strategist behind the viral video for Rise of the Planet of the Apes, “Ape with AK47,” which received more than 31 million YouTube views. Graphic design titan Kit Hinrichs, event producer Dream Rockwell and Mekanism president and CEO Jason Harris will be featured in upcoming installments.

### **Shocase Social Media Senior Advisors**

Brendan Gahan is the founder of EpicSignal, which is a company focused on helping Fortune 500 companies grow communities in digital video. Brendan has helped Chevrolet, Bud Light, Sonos and a litany of other platinum brands optimize their digital video offerings. In 2012, Gahan was named to the Forbes “30 under 30: Brightest Minds in Marketing.”

Renee Blodgett is the CEO and founder of [Magic Sauce Media](#), a consultancy focused on helping brands enhance and align their social media, word-of-mouth, event, blog and media strategies. Renee is widely recognized as one of the preeminent leaders on the social media space and has been named to the Forbes Top Social Media Power Influencer List. She’s also founder and managing editor of [We Blog the World](#), a global travel site dedicated to transformative travel, where she collaborates with lifestyle, travel and wellness brands on their go-to-market strategies.

Matt O’Brien is the CEO and founder of [Mint Social](#), which focuses on establishing and improving companies’ social media presences and content marketing functions. In addition to founding MINT Social, Matthew has developed educational curriculum for universities on social media for businesses, is a founding board member of AZIMA (Arizona Interactive Marketing Association) and founder of World Webinar Network.



Jim Tobin is the president and founder of [Ignite Social Media](#), one of North America's first social media agencies. Ignite Social Media has created an innovative, specialized approach to power social media marketing for some of the world's best brands, including Fiat, Microsoft, Nike, Samsung and Warner Bros. Jim is also the author of "Social Media is a Cocktail Party" and "Earn It. Don't Buy It."

### **About Shocase**

Shocase is Marketing's Professional Network. Built to feature, connect and promote marketing professionals from all disciplines, Shocase functions seamlessly as a social network, professional crowd-sourced marketing archive and personalized online portfolio. Most importantly, Shocase is the place marketers come to discover and be discovered by the people who can advance their business and careers. The Shocase mobile iOS app is free to download from the Apple App Store or by visiting [iTunes](#). Watch our demo [video](#) to learn more about [Shocase](#).

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