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My 5 Favorite Things: Maria Argüello

By Shayne Benowitz

A trailblazer of interactive social media in Miami, Maria Argüello got the city yelping their opinions on where to eat, drink, and live the good life in the Magic City. As Yelp Miami's founding community manager, she was responsible for contributing thousands of reviews on the site, as well as organizing countless events taking the conversation offline and forging lasting connections in the community. Now, at Schwartz Media Strategies, she develops digital strategy and interactive marketing campaigns for their client roster.



Recently named amongst the city's top twitterati by MIAMI magazine, she's in the company of such Miami heavyweights as LeBron James, Gloria Estefan, and South Beach Wine & Food Festival founder Lee Schrager. It seems wherever Miami turns for the inside scoop, Argüello has left her mark, including at Ocean Drive magazine, Refinery 29 and the Greater Miami Convention and Visitor's Bureau. Known for her whip smart marketing and social media insights, she's a regular on panels such as Social Media Club of South Florida and Femprofessionals, and she moderated the Fashion and Beauty Bloggers panel at Miami's inaugural Social Media Week. Rightfully earning her new nickname as "Miami's Media Maven," Argüello dishes with Société Perrier on her faves around town.

1. Favorite local social media trend: I think the most interesting trend in local social media is the new wave of really cool bloggers and to see more local businesses participating in social media.

2. Favorite power lunch destination: [Michelle Bernstein's] Crumb on Parchment in the Design District. It's not the answer most would expect, but I always run into cool creatives when I go to lunch there.

3. Favorite thing about living and working in Miami: There's a small town feeling that is somewhat of a double-edged sword, but in the end it's really charming to work in a relatively young and international city where history is being written and ground is still available to be broken. Miami has a way to go, but it's definitely growing.

4. Favorite escape from the scene: South Miami is really cute and has some great small shops and restaurants. It's nice to spend a day there. I like to stop into Chocolate Fashion, Tupelo Honey, Cream, Capretto, At Ease on Sunset, TechBar, Whisk and Pastis. They're all cool places.

5. Favorite way to embrace the scene: Good concerts are now kind of social scenes unto themselves. You can generally find a scene at The Standard, Soho Beach House, or events at the Webster. Good late night places include Wood, the Corner, and the Garrett, but it all depends on the night of the week and the time of year, right?