

# BIANCA BAYMON

## Marketing Manager

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High-impact marketing leader with a 10-year track record transforming data insights into profitable marketing strategies. Adept at collaborating with cross-functional teams to meet corporate objectives.

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### EDUCATION

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**Master of Science in Marketing**  
University of Texas - Dallas

01/2018 - 08/2019

**Bachelor of Business Administration in Management**  
University of Houston

08/2012 - 05/2016

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### PROFESSIONAL ACHIEVEMENTS

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Directed a content distribution strategy across **12 media outlets with 435+ million yearly visitors**

**Achieved an 18% increase in company revenue** by developing the first structured marketing plan

Designed a custom marketing toolkit for **1,500+ restaurants to boost operations during COVID-19 crisis**

**Elevated the email open rate from 15% to 35%** by designing campaigns based on consumer behavior

**Skyrocketed social media engagement by 50%** with creative content and a targeted approach

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### SKILLS

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Email Marketing | Artificial Intelligence (AI) | Social Media Marketing | Data Analysis | Copywriting | SEO | SMS | Website Management | Project Management | Automation | E-Commerce | Graphic Design | B2B | B2C

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### SOFTWARE & PLATFORMS

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SEM Rush | Google Analytics Certified | HubSpot Certified | Chat GPT | Looker | Shopify | WordPress | Canva | Adobe Creative Suite | Slack | Zoom | Microsoft Teams | Microsoft Office | Mailchimp | Buffer | Trello | Sailthru | Salesforce | Second Street | Google Keyword Planner | Google Trends

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## PROFESSIONAL EXPERIENCE

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**Marketing Content Strategist** • Hearst Corporation 09/2021 - Present

- Directed the strategic distribution of content across **12 media outlets with 435+ million visitors**
- Leveraged analytical skills to enhance marketing decisions and generate actionable reports
- **Delivered a 50% increase in conversion rates** by deploying targeted marketing tactics
- Executed pivotal search engine optimization (SEO) strategies that secured Google page-1 ranking
- **Elevated the email open rate from 15% to 35%** by designing campaigns around consumer behavior
- Developed innovative social media marketing strategies to enhance brand awareness

**Marketing Generalist** • Creative Circle 09/2019 - 08/2021

- **Designed a comprehensive marketing toolkit for 1,500+ restaurants** — including customized menus, signage, and QR codes, to boost operations during the COVID-19 crisis
- Streamlined affiliate marketing campaigns by developing a taxonomy classification system

**Marketing Specialist** • Association of International Energy Negotiators 06/2017 - 08/2019

- **Achieved an 18% increase in company revenue** by developing the first structured marketing plan
- Composed articles and press releases for the Executive Director, including World Oil Magazine
- Oversaw end-to-end website management, including the e-commerce and educational platform
- **SkYROCKETED social media engagement by 50%** with creative content and a targeted approach
- Designed over 200 targeted email campaigns, achieving an **increase in open rates from 30% to 40%**
- **Improved the retention rate by 16%** with drip campaigns and creating a loyalty program
- Monitored KPIs to make pivotal adjustments and recalibrate digital campaigns
- Coordinated the logistics and marketing for 90+ international events each year

**Marketing Assistant & Program Coordinator** • University of Houston Alumni 03/2015 - 12/2016

- Directed strategic **marketing and logistics for an alumni program with 255,000+ participants**
- Leveraged comprehensive analytics to create reports and inform data-driven marketing strategies
- Implemented high-impact digital marketing growth tactics that led to a **20% increase in engagement**
- Built an interactive website on WordPress utilizing HTML & CSS

**Assistant Brand Manager** • Chipotle Mexican Grill 01/2014 - 08/2015

- Pioneered a grassroots marketing campaign that **boosted local store sales by 15%**
- Coordinated the launch of marketing initiatives across a spectrum of digital channels
- Explored market trends to identify growth opportunities and translated insights into action plans