

BIANCA BAYMON

Product Manager & Senior Marketing Strategist

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Product manager and digital marketing strategist with 12+ years building and scaling content-driven programs across national media, energy, and consumer brands. Currently serving as sole product owner of a 500+ interactive content portfolio — managing end-to-end strategy across SEO, AI workflow development, content production, technical builds, and multi-market distribution reaching 435M+ monthly readers. Track record of turning data and audience insights into measurable revenue growth, Page 1 search dominance, and high-performing email and contest programs at scale.

CORE COMPETENCIES

Product Lifecycle Management | Content Strategy | SEO | AI Workflow Development | Email Marketing | Content Distribution | Cross-Functional Leadership | Marketing Analytics & Reporting | Audience Segmentation | Omnichannel Strategy | Social Media Marketing | Sponsored Content & Monetization

PROFESSIONAL EXPERIENCE

Product Manager & Marketing Content Strategist • Hearst Corporation

09/2021 - Present

- Absorbed a **3-person product function**, taking sole ownership of Hearst's **500+ interactive local business guides (mapicles)** — SEO-driven, map-based content products covering **15+ markets**.
- Execute the full product lifecycle, producing and managing business guides across writing, SEO, technical builds, sponsored listing management, performance reporting and promotional strategy.
- Achieved **99% Page 1 Google rankings** across the guides — with top articles generating up to **4M annual impressions** through keyword planning, FAQ optimization and real-time adaptation to Google's evolving AI-driven search algorithms.
- Developed AI-powered production workflows that cut content build time by **75%**, driving an increase in overall team capacity.
- Oversee **nearly 300 sponsored merchant listings** across the portfolio, partnering with sales teams to vet, approve, and publish merchant content while maintaining editorial standards.
- Manage end-to-end promotion and production for **15 reader contests per year** across **15+ city publications** — building contest pages, executing promotional campaigns and driving audience participation that generates **1M+ annual votes** at scale.
- Lifted email open rates from **40% to 57%** and grew click rates **4x+** over two years for a **100,000+ subscriber** base, using behavioral analytics to optimize campaign strategy and audience segmentation.
- Directed content distribution across **15+ media properties reaching 435M+ monthly visitors**, making placement and programming decisions tied to audience growth and revenue performance.

Marketing Generalist • Creative Circle

09/2019 - 08/2021

- Developed crisis-response marketing infrastructure with Sysco for **1,500+ restaurants** navigating COVID-19 disruption, enabling rapid adoption of contactless ordering, curbside pickup, and digital communication.
- Produced **50–75 customized restaurant marketing packages per week**, including QR code menus, signage systems, flyers, and digital assets — delivering at scale across a high-volume, fast-turnaround workflow.

Marketing Specialist • Association of International Energy Negotiators

06/2017 - 08/2019

- Built the organization's first marketing function from scratch, launching content, email, and social strategy across LinkedIn, Instagram, and Facebook — driving an **18% revenue increase**.
- Designed and managed **200+ email campaigns** and lifecycle programs, growing open rates from **30% to 40%** and improving member retention by **16%**.
- Orchestrated integrated marketing for **90+ global events annually** — ranging from **50 to 5,000 attendees** — across email, social, web, and digital channels, sustaining full-scale execution across every market simultaneously.
- Presented monthly campaign performance and strategy recommendations directly to the **Board of Directors**, then led execution of all approved initiatives.

Marketing Assistant & Program Coordinator • University of Houston Alumni

03/2015 - 12/2016

- Spearheaded the launch of a new alumni membership card program from inception — overseeing logistics, operations, and marketing across a **255,000+ member** network.
- Secured business partnerships by visiting local companies and negotiating discount agreements on behalf of UH alumni, building the program's value proposition from the ground up.
- Promoted the program at live events and through digital marketing campaigns across social media and email, driving a **20% increase in audience engagement**.
- Developed and maintained program website pages using WordPress, HTML, and CSS.

Assistant Brand Manager • Chipotle Mexican Grill

01/2014 - 08/2015

- Led grassroots marketing and community partnerships that increased local store sales by **15%**.
- Launched integrated campaigns across digital channels and in-store activations to grow brand visibility and foot traffic.

EDUCATION

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

SOFTWARE & PLATFORMS

SEMrush | Google Analytics | Looker | Sailthru | Salesforce | Second Street | WordPress | Adobe Creative Suite
| ChatGPT / Claude AI | Google Keyword Planner | Google Trends | HubSpot | CRM