

# BIANCA BAYMON

## Senior Marketing Strategist

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Digital marketing leader with 12+ years scaling content, audience, and revenue programs across national media, energy associations, and consumer brands. Specializes in multi-market content distribution, email performance optimization, AI workflow development, and contest marketing.

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### CORE COMPETENCIES

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Content Distribution | Email Marketing | SEO | AI Workflow Development | E-Commerce | Social Media Marketing | GTM Strategy | Marketing Analytics & Reporting | Audience Segmentation | Omnichannel Strategy | Campaign Strategy & Execution | Content Strategy | Audience Growth | Project Management

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### PROFESSIONAL EXPERIENCE

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

- Scaled content distribution across **15+ media properties reaching 435M+ monthly visitors**, directing placement decisions tied to audience growth and revenue performance.
- Grew reader contest program to **1M+ annual votes**, executing **15 campaigns per year** across 15+ city publications and driving measurable audience participation 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.
- Owned end-to-end strategy for a **500+ interactive map portfolio**, developing AI workflows that cut production time by **75%** and expanding the program through SEO-optimized content.
- Aligned editorial, product, sales, and engineering teams to produce **430+ interactive local content pieces**, translating cross-functional priorities into campaigns and revenue-tied deliverables.

**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, while sustaining quality and accuracy.

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

- Built the organization's first marketing function from the ground up — launching its inaugural content, email, and social strategy across LinkedIn, Instagram, and Facebook while 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** that ranged from 50 to 5,000 attendees.
- 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

- Executed digital marketing campaigns and engagement initiatives across social media and email for a **255,000+ member** alumni network.
- Delivered a **20% increase in audience engagement** through data-informed campaign strategy and execution.
- Developed and maintained 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.

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## EDUCATION

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**Master of Science in Marketing** 01/2018 - 08/2019  
University of Texas - Dallas

**Bachelor of Business Administration in Management** 08/2012 - 05/2016  
University of Houston

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## SOFTWARE & PLATFORMS

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SEM Rush | Google Analytics Certified | HubSpot Certified | Chat GPT / Claude | 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