

Marc Baumann

Digital Marketing Leader - SEO & Content



Resume Summary

Passionate Digital Marketing Leader with 18 years experience driving traffic, engagement, and conversions through SEO and content strategies for B2B and B2C brands. Proven expertise in developing and scaling high-ROI organic marketing programs to accelerate user acquisition and revenue growth. Adept at leveraging generative AI for scaling SEO and content operations. Thrive in fast-paced environments, leading cross-functional teams with problem-solving prowess.



Work Experience

02/2023-present

Digital Strategist & Growth Advisor, MB Consulting

Santa Barbara, CA

Provide strategic advisory services to technology companies, focusing on developing and executing website strategies to drive traffic, customer, and revenue growth. Services include:

- Web strategies for traffic generation, UX optimization and CRO
- Technical and international SEO, on-page and off-page SEO
- Content: audits, strategy development, guidance for content creation and ROI measurement
- Leveraging AI to streamline SEO/content and scale programs.

03/2020-01/2023

Head of Organic Marketing, Plaid

San Francisco, CA

Spearheaded the expansion of the company's Organic Marketing program, owning website, content and SEO strategy.

- Increased Organic traffic +140% and annual recurring revenue +190% in 2 years by implementing an upleveled SEO strategy, leveraging technical SEO, link building and off-page initiatives.
- Drove 5x growth in inbound leads by initiating and managing a strategic content and CRO program, with a focus on thought leadership articles, case studies, and trend reports, leveraging generative AI to increase workflow efficiency.
- Hired, trained, led and grew a team of best-in-class web managers, content strategists, designers and writers.

02/2017-02/2020

Head of SEO & Content, Opendoor

San Francisco, CA

Led Organic Marketing with focus on web, SEO and content strategy, built roadmap, teams and processes from zero to scale.

- Grew Organic traffic +190% and new customers +210% in 2 years by defining and implementing a web strategy and scaling SEO & content marketing programs.
- Developed and implemented website redesign, including revamp of the company's blog, resulting in a 40% increase in qualified leads and 55% growth in site conversion rate.
- Oversaw all SEO initiatives, including landing page development, A/B testing, technical SEO, and app store and link optimization, resulting in a 3x increase in organic leads.
- Hired, led & grew a team of SEO specialists, writers & engineers.



Personal Info

Location

Santa Barbara, CA / Remote

Phone

(323) 488-3128

E-mail

marc@marcbaumann.com

Website

marcbaumann.com

Linkedin

Linkedin.com/in/marcbaumann



Key Skills

SaaS / B2B & B2C Marketing

Web, SEO & Content Strategy

Global Expansion Strategies

Lead & Demand generation

Forecasting & Analytics

A/B Testing & CRO

Techstack & CMS Management

Cross-Channel Marketing

Budget Management



Soft Skills

Team & Cross-functional Leadership / Mentoring

Problem Solving

Communication

Planning

Project Management

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04/2014-
02/2017

Global SEO & Content Lead, Square

San Francisco, CA

Crafted and executed the multi-platform content & SEO strategy for all of Square's global web properties built teams & processes.

- Tripled revenues from Organic channels in 2 years by implementing a SEO & content strategy, scaling thought leadership content development, and lifecycle/email marketing.
- Oversaw on-page optimization initiatives (i.e. design, CTAs, copy, internal links, site speed etc.) and external link building/earning campaigns, resulting in a 120% lift in Organic traffic.
- Hired, trained, led and grew a team of high-performance web managers, content editors and writers.
- Oversaw development and optimization of region-specific content for international web properties (AMER, EMEA & APAC).

01/2011-
03/2014

Global SEO Strategist, Amazon.com

Seattle, WA

Owned Organic growth strategy for Amazon.com's retail business and brand commerce stores in the U.S. and globally, supporting both demand generation and brand objectives.

- Drove 63% revenue increase to \$18bn from Organic channels in 3 years by implementing and driving a strategy with focus on technical / on-page SEO, A/B testing, & content development.
- Created and evangelized SEO guidelines for localization and global multilingual website expansion, provided SEO support for over 15 international website launches (i.e. AMER, EMEA & APAC).
- Hired, trained and grew team of SEO managers, content strategists & engineers, managed vendors and agencies.
- Provided strategic SEO guidance for new product launches (Kindle, AWS, Amazon Smile etc.), retail store launches (fashion, electronics etc.), and acquired companies (i.e. Zappos, IMDb, etc.).

Additional Professional Experience

05/2009-
12/2010

SEO Marketing Manager, Webmetro

Los Angeles, CA

01/2008-
04/2009

Organic Marketing Consultant, McGrowth

Los Angeles, CA

01/2006-
12/2007

SEO Program Manager, The E.W. Scripps Company

Los Angeles, CA



Education

University of Zurich

Zurich, Switzerland

- B.S. in Business

University of California

Santa Barbara, CA

- Communication & Journalism Studies



Web Development

HTML

CSS

PHP

React

Javascript



Languages

German

French

Italian



Software

Google Analytics



Excellent

Google Search Console



Excellent

SEOclarity / Brightedge



Excellent

Screaming Frog / Botify



Excellent

Optimizely / Hotjar



Excellent

Salesforce



Good

Marketo



Good

Wordpress, Contentful, Ghost



Good

ChatGPT / Claude / Gemini / Perplexity



Good



Interests

Photography

Hiking

Biking

Cinema Noir

Travel