Ryland M. Bacorn

Santa Monica, California • rybacorn@gmail.com • rylandbacorn.com

Global SEO Director | Technical Strategy | AI-Led Content Systems | Growth Leadership
17+ years leading global SEO and content at scale, driving performance marketing, AI content systems, and cross-functional execution in tech and media. Built scalable programs across SEO, content ops, and experimentation. Experienced in using LLMs and AI tools to automate tasks, refine messaging, and grow acquisition through experiments

Experience

Founder & Growth Consultant | Boca De | Santa Monica, CA | 10/2024 – Present
Leading technical product marketing strategy for global startups and enterprise teams • Building marketing systems that use AI-driven keyword clustering, internal linking tools, and custom scripts to accelerate SEO workstreams • Delivering 6X+ traffic growth above baseline through experimentation and CRO best practices • Driving full-funnel acquisition via automated keyword selection, creative testing, and internal linking workflows • Managing lean cross-functional teams, aligning engineering, product, and design

Head of SEO, Senior Director | OJO Labs | Remote (HQ Austin, TX) | 11/2023 – 10/2024
Led SEO team • Built internal experimentation frameworks to test UX, CVR, and messaging hypotheses • Unified content ops and product strategy to improve deployment velocity and ROI • Aligned with CEO, CTO, and CPO to integrate growth initiatives across teams • Used AI tooling to evaluate content performance, improve localization, and enhance search visibility • Improved B2B retention through organic content and YouTube optimization

Principal Product Manager, SEO | Realtor.com | Westlake Village, CA | 02/2021 – 11/2023
Directed international SEO roadmap for Rentals product with 14% YoY growth in organic traffic • Led cross-functional sprints with UX, Engineering, and Data Science to optimize indexation, performance, and engagement • Migrated Rentals to new technical stack to reduce rollbacks and enable advanced analytics • Built experimentation playbooks to test feature rollouts, improve UX, and scale listing visibility • Championed SEO adoption across orgs by driving roadmap prioritization and aligning stakeholders on organic growth impact

Senior SEO Manager | Hulu | Santa Monica, CA | 11/2018 – 02/2021
Launched hulu.com/guides to earn trending program subscriptions • Grew organic subscription acquisition from 12% to 27% by launching data-informed content formats and aligning SEO with paid media and product campaigns • Led growth-focused SEO roadmap • Built scalable growth infrastructure with Airtable, automating cross-functional signoff

SEO / ASO Product Manager | Yahoo! (Oath) | Playa Vista, CA | 03/2014 – 11/2018
Launched Yahoo Topics to capitalize on growing search trends • Led international editorial training for teams worldwide on content optimization • Implemented scalable ASO and SEO tests for mobile platforms with measurable lift in app downloads, supporting product monetization goals • Drove early adoption of mobile search technologies, including Google AMP and App Indexation • Advised BizDev on legal agreements with partners regarding SEO

SEO Manager | SpinMedia | Hollywood, CA | Dec '12 – Mar '14
Led technical optimization of media products • Provided analytical reporting for growth tracking and content strategy Built content crawlers to facilitate editorial content optimization • Guided UI development for crawler accessibility

Qualifications

Skills and Qualifications: Technical SEO • AI-driven content workflows • CRO testing • Growth storytelling • Team collaboration • KPI reporting • Product marketing • Experimentation frameworks • Cross-functional leadership

Tools and Technologies: Looker, GA4, GSC • Semrush, Ahrefs, JetOctopus, Screaming Frog • Python (LLMs, embedding models, data viz) • HTML, CSS, XML, JavaScript SEO • OpenAI, Ollama, Gemini • Marketing automation (Airtable Scripts, GA/GSC APIs) • Linux CLI • Jira, Asana, Trello • Adobe Creative Suite

Education

Rochester Institute of Technology (RIT), Rochester, NY: *Advertising & Public Relations, B.S. with Highest Honors*
Minor: Marketing & Economics, Cumulative GPA: 3.9, Dean's list all quarters