



Maylynn Vargas-Menoud

**Legal Marketing and Talent
Acquisition Director**

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Maylynn Menoud serves as the Marketing and Talent Acquisition Director at Bast Amron, bringing over 25 years of expertise in marketing, business development, legal marketing, and talent acquisition to the firm. Since joining Bast Amron in February 2020, she has driven critical initiatives that align with the firm's brand, culture, and business growth strategies. Known for her strategic vision, Maylynn has launched a national insolvency litigation branding campaign and enhanced Bast Amron's market presence through innovative marketing, social media, and content efforts.

In her role, Maylynn oversees the firm's recruiting processes, sourcing and vetting candidates to ensure alignment with the firm's values and needs. She collaborates with the hiring committee and facilitates seamless onboarding. Her marketing leadership includes managing the firm's website and social media platforms, coordinating public relations, and spearheading content development across channels. Through initiatives like the Business Advantage Forum and a firm-wide podcast series, she has significantly increased the firm's visibility and engagement within the legal community.

A visionary leader, Maylynn is known for building high-performing teams and supporting attorney development, consistently enhancing client service and team cohesion. Her strategic approach to marketing and recruiting is central to her impactful contributions at Bast Amron.
