

# Daniel Bass



Product Marketing Manager

I could explain your product to your grandmother and she'd be proud of you.  
I took everything I learned while bartending and applied it to making thought leadership blogs, UI microcopy, docs, ads, and newsletters sound honest, genuine, and human.  
Replace AI with me.

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## Experience

### Permit.io

2023 - Present

#### Product Marketing Manager

In charge of everything content - writing, editing, and creative copywriting.  
Wrote, edited, and curated 200+ thought leadership blogs, technical tutorials, and documentation pages (which drive ~50% of total website traffic), as well as product messaging, landing pages, and promotional materials. Leading influencer/writer programs, partnerships, and collaborations. Representing the company at events worldwide.

### Permit.io

2022

#### Social Media Manager

Joined as employee No. 5 and developed brand voice and PLG marketing strategy from day 0. Built and grew the company's social media presence from scratch to thousands of followers on several platforms. Managed and grew a ~100-member OSS community into 2K+ highly engaged members, users, and customers. Led community events both virtually and in person.

### StuffThatWorks

2021

#### Social Media & Community Manager

Managed social media, community, and content creation. Created and managed 10 Instagram pages (company page + 9 community pages) with 60K+ followers total, growing sign-up traffic from Instagram to the company's platform by 600%. Co-managed and created content for 60+ Facebook pages with a total following of 300K people.

### Community-Based Art Platform

2019 - 2020

#### Co-founder and manager

Founded and managed a small (6K+ followers), extremely engaged organic growth based community. Handled PR with major news outlets, and managed brand and online merch shop.

## Education

### Hebrew University of Jerusalem

2015 - 2018

#### BA in History and Art History

Developed strong research, writing, and analytical skills.

## Skills

### Things I'm Good At

Branding, Storytelling, Copywriting, Influencer Management, AI-Based Content Workflows, SEO, Technical Writing, Microcopy, Event marketing.

### Tools I've Used

CRM (Hubspot, Mailchimp), SMM Tools, AI (GPT, Cursor, Copilot), Google Ads, Google Analytics, Google Search Console, Notion, GraphCMS, Figma, Canva. Not afraid of GitOps.

### Languages

Native - English, Russian, Hebrew, MDX  
Awkward A2 German.