

# Daniel Norton

Communications & Marketing Leader with Expertise in Brand Management, Public Relations, Content Strategy, and Journalism

## EXPERIENCE

**Head of Global Communications | Gloat** *(B2B HR technology startup)*  
May 2022 – Feb. 2023 | New York, NY

- Led PR and strategic communications for late-stage startup, with responsibilities including media/analyst relations, planning/writing content, internal/executive comms, social media, customer marketing, and awards.
- Increased company's media mentions by 80% via announcements, product launches, and proactive campaigns— in outlets like TechCrunch, Cheddar, Forbes, Washington Post, and more.
- Amplified "workforce agility" focus area, resulting in 67% keyword growth; owned all company & executive messaging via thought leadership (2-4 articles/month), case studies, media interviews, white papers, releases, pitches, reports, etc; drafted LinkedIn posts & speeches for C-suite.
- Managed 10 people across U.S. agency team; drove RFP process of sourcing and hiring new PR firm; oversaw comms budget of \$400k.

**Head of Public Relations | Phenom** *(AI company with \$1.3b valuation)*  
Sept. 2020 – May 2022 | Ambler, PA

- Planned & executed PR activations for 4 acquisitions and Series D round.
- Dominated HR-tech share-of-voice, increasing top-tier coverage by 120% YoY (in publications like Bloomberg, Business Insider, and Wall Street Journal) and trade coverage by 55% YoY.
- Analyzed data from company's AI-powered TXM platform, highlighting labor trends, market research, and prominent customer stories for press.

**Account Director | Tierney** *(Integrated PR agency serving enterprise clients)*  
Feb. 2019 – Aug. 2020 | Philadelphia, PA

- Owned agency's content development strategy for several major clients.
- Increased brand recognition for industry-leading hospitality client by drafting or editing over 200 press releases, executive briefing memos, contributed content, and campaign messaging.
- Navigated crisis communications for client on the verge of pandemic-related bankruptcy; boosted essential customer engagement to over 90%, eliminated negative media impressions in under 2 weeks, and crafted narrative used to fundraise over \$2 million.

**Brand & Content Specialist | Aramark** *(Fortune 500 firm in food services)*  
June 2016 – Feb. 2019 | Philadelphia, PA

- Spearheaded exhaustive update of RFP content & process; created company's first geographic capabilities template.

**Reporter | Philadelphia Business Journal** *(Local news publication)*  
Oct. 2014 – June 2016 | Philadelphia, PA

- Produced 4-5 pieces (up to 1,500 words) of content per day; started original newsletter that surpassed 10,000 weekly page views.

## CONTACT

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**Phone:** (973) 809-9031

**Location:** Philadelphia, PA

## EDUCATION

**Penn State | May 2014**

Bachelor of Arts in Journalism & International Politics

## CERTIFICATIONS

**Lean Six Sigma**

80-hour class on how to maximize efficiency in workflows and processes. Received Green Belt (second-highest intensity) from Villanova University.

**Challenger Sale Method**

40-hour class on how to expertly show a prospective audience that they cannot sensibly progress without a product or service. Writing-centric.

## ARTICLES (Written/edited by Dan)

- [Fast Company](#) (1)
- [Crunchbase](#)
- [Fast Company](#) (2)
- [USA Today](#)
- [Forbes](#)
- [HR Daily Advisor](#)

## SKILLS

Spanish (Prof. Working Proficiency) | Adobe InDesign | Salesforce | Asana & Smartsheet (Project Management) | SEO | Copywriting | Analyst Relations | Awards Submissions | Corporate Narrative Development | Data-Driven Storytelling | Content Marketing | Crisis Communications | AP Style | Internal Communications | Wordpress