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Uncasville, CT

Growth Marketing & AI Automation Specialist

Growth marketing and AI automation specialist with hands-on experience building end-to-end systems that support GTM execution. Owns the design and implementation of AI-driven workflows used for content production, asset management, reporting, and operational scale.

Works directly across strategy and build, including automation logic, integrations, and supporting web or landing page infrastructure. Partners closely with product leaders and founders to translate product inputs into clear, market-ready assets and maintain execution discipline across launches in fast-moving environments.

Skills

AI Automation & Systems: AI workflow design, Automation architecture, n8n workflows, LangChain logic, Python automation, API integrations, AI content systems

GTM Operations: GTM execution, Launch readiness, Asset production, Content readiness, Asset distribution, Messaging alignment

Content & Enablement: Secondary assets, One-pagers, Solution briefs, Case studies, Product summaries, Internal enablement

Project & Execution: Project management, Timeline ownership, Stakeholder coordination, Cross-functional execution, Launch tracking

Growth Marketing: Funnel design, Lifecycle flows, Conversion optimization, SEO research, Paid testing

Tools: HubSpot (CRM & lifecycle), Google Analytics (GA4), Meta Business Suite, Notion, ClickUp, n8n, Python, AI APIs, Langchain

Work Experience

VBRL | Growth Marketing & Marketing Operations Lead

Aug 2024 - Aug Present

- Owned growth marketing and GTM operations across multiple early-stage AI products, supporting launch readiness, experimentation, and cross-functional alignment
- Designed and built AI automation workflows using n8n and Python to support content creation, asset distribution, monitoring, and internal reporting
- Established positioning and messaging frameworks, translating product inputs into clear, market-ready assets for early launches
- Planned and executed targeted growth experiments, driving a 64% increase in paid user acquisition during early testing while maintaining low spend

- Managed and allocated large budgets for creator and partner-led GTM campaigns, coordinating assets, timelines, and performance tracking
- Built and maintained content operations to support early traction, audience validation, and launch support
- Conducted market and competitor research to inform GTM strategy, pricing narratives, and launch priorities
- Created pitch materials and market narratives used for investor discussions and partnership outreach

Riverbend Digital Solutions | Founder | Growth Marketing & Automation

Jan 2021 - Aug 2024

- Built and executed growth marketing systems for early-stage clients, focusing on funnel design, lifecycle marketing, and GTM readiness rather than one-off campaigns
- Designed and implemented marketing automation workflows to support lead capture, enrichment, follow-up, and reporting across multiple tools
- Led rebranding and positioning initiatives, translating unclear offerings into clear value propositions and market-facing narratives
- Conducted market and competitor research to inform messaging, channel selection, and early acquisition strategy
- Partnered cross-functionally with founders, developers, and external vendors to align marketing execution with product capabilities and business goals
- Established analytics and reporting foundations to track performance, identify bottlenecks, and guide iteration in resource-constrained environments

Lineman/Apprentice Lineman | Various Locations

Oct 2015 – Jul 2021

- Developed strong foundations in operational discipline, safety-critical execution, and teamwork in high-risk, high-reliability environments
- Built transferable skills in problem-solving, accountability, and working under pressure, now applied to technical and growth-focused roles

Education

Montville High School, Montville, CT

Sep 2006 – Jul 2010

Southeast Lineman Training Center, Trenton, GA

Apr 2015 – Aug 2015

Ongoing Courses:

- **Data Analytics:** Currently taking courses on data analytics to further enhance analytical skills.
- **Python Programming:** Enrolled in Python courses to improve technical expertise and automation capabilities.