

KYLE WHITTLE

Knowledge & Content Operations Leader | AI Workflow Builder
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SUMMARY

I run knowledge operations and build the AI tooling that makes them faster. At Entrata I manage 3,500 help articles across 60+ product lines, and the 4-agent pipeline I designed in Python cut content work 62% and dropped complex drafting from 14 hours to 90 minutes. I scored the full library with KCS so content investment points at the tickets that actually drive volume, and a platform migration I led lifted self-service 25% year over year. 10+ years in B2B SaaS, an MEd in instructional design, and Qualtrics CX certification behind the work. I make knowledge operations measurably faster and cheaper, then build the systems that keep them that way.

EXPERIENCE

Associate Director, Customer Knowledge & Content Operations

Entrata | April 2025 - Present

Run Entrata's knowledge and content operations inside Professional Services: 3,500 help articles across 60+ product lines, rebuilt around an AI tooling stack I designed and own.

- Built a 4-agent AI pipeline (Python, GitHub) that runs the technical writing workflow end to end. Cut standard updates 62% (8 hours to 3 across 80% of the work) and complex drafting from 14 hours to 90 minutes, freeing 8+ hours a cycle for deeper content audits.
- Built a content analysis layer on Claude, ChatGPT, and Gemini that pulls patterns from support tickets, release notes, and engagement data, work that used to need a developer.
- Scored 3,500 articles with KCS methodology to set deflection targets, ranking each by accuracy, complexity, and ticket impact so content investment lands where the tickets actually are.
- Synced help content, release notes, and in-app tooltips to the product release calendar with Product, Training, and Support, cutting the day-one ticket spike that used to follow each release.
- Led the Zendesk platform migration, adding AI search, a rebuilt taxonomy, and analytics instrumentation. Self-service rates rose 25% year over year.
- Built a Jira-based workflow that cleared recurring SME bottlenecks and cut content turnaround 35%.

Canopy | *March 2022 - April 2025*

Director, Customer Onboarding & Education (Jan 2023 - April 2025)

Concurrently led Customer Support through Dec 2023

- Grew the onboarding and training org from 1 to 30, leading 4 CX teams across global SaaS implementations supporting 900-1,000 customers per year
- Cut average onboarding time from 3-4 months to 30-60 days by redesigning the program around company size and complexity
- Drove a 40% churn reduction in the first year by feeding Support, Training, and Implementation signals into closed-loop action plans
- Built an enablement system from scratch (Knowledge Base, LMS, video library, 2 certification programs), improving onboarding efficiency 30%
- Deployed AI self-service tools and chatbots, deflecting 45%+ of tickets year-over-year by surfacing the right content at the right moment
- Introduced dashboards tracking proficiency, CSAT, and training effectiveness that shaped content strategy and program investment

Senior Manager, Customer Support (Nov 2022 - Dec 2023)

- Held 90%+ CSAT through a 200% support volume surge by finding systemic friction points and redesigning multi-channel resolution workflows
- Cleared resolution queues 3x faster by isolating root-cause bottlenecks and driving cross-functional fixes
- Built a 60+ guide troubleshooting library that captured customer signal and kept execution consistent across distributed teams

Manager, Instructional Design (Mar 2022 - Nov 2022)

- Built Canopy's Zendesk knowledge base, improving self-service and cutting support queries 37%
- Redesigned on-demand training (60+ videos, 2 e-learning courses) around customer behavior data and common failure points

Customer Support Operations Manager

McMaster-Carr | May 2019 - April 2022 | Cleveland, OH

- Ran order operations for a team of 25 handling 10,000+ orders a day at a 97% SLA, using demand forecasting to hold service levels through peak periods.

Product Manager, Education | Instructional Designer

Qualtrics XM | March 2014 - May 2019 | Provo, UT

- Built a post-sales education program for \$1M+ accounts that reached 250K employees across international markets.
- Launched Experience Basecamp, an on-demand learning platform, digitizing 70+ courses and generating \$1.6MM in revenue over 24 months.
- Piloted an analytics curriculum across 20+ high-priority accounts that hit 130% of expansion targets.
- Cut content production time 20% by coaching a team of 9 through a redesigned content workflow.

EDUCATION

Master of Business Administration Quantic School of Business and Technology | 2022 | 4.0 GPA

Master of Education, Instructional Design (Minor: Psychometrics) University of Utah | 2019 | 3.9 GPA

Bachelor of Science, Industrial/Organizational Psychology (Minor: Statistics) Brigham Young University-Idaho | 2014 | 3.7 GPA

CERTIFICATIONS

Qualtrics Research and CX Core Certification

AI Fluency Framework & Foundations | Anthropic | May 2026

Claude 101 | Anthropic | May 2026

SKILLS

CX Strategy & Intelligence: Voice of Customer (VoC), NPS, CSAT, CES, Closed-Loop Programs, Customer Journey Analysis, Signal-to-Action Frameworks

AI & Analytics: LLM-Based Analysis, AI-Augmented Feedback Pipelines, Sentiment Analysis, KPI Development, Content Signal Scoring

Platforms: Qualtrics (certified), Zendesk, Jira, Cursor, Claude, ChatGPT, Gemini

Leadership: Cross-Functional Program Leadership, Team Development, Change Management, Executive Storytelling