

Kyle Knutson

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Experienced knowledge strategist specializing in content optimization, content analytics, and process improvement.

EXPERIENCE

Coinbase, Content Strategy Senior Lead

January 2024 - August 2024

- Designed and managed knowledge management assets, including help support (help.coinbase.com), internal knowledge bases, and customer-facing communications (email, chat, and phone) to support users in buying, selling, storing, and transferring digital currency.
 - **Highlights**
 - Integrated AI and machine learning technologies to elevate user experience, which led to a 15% enhancement in content engagement through improved search results and reduced search refinements.
 - Streamlined internal process documentation to make navigation smoother and pinpoint issues more quickly, cutting down agent resolution time by 20%. (average handle time).

IMDb, Content Strategy Manager

June 2022 - January 2024

- Defined content strategy, management, implementation, and analytics for IMDb's knowledge management ecosystem, including help support (help.imdb.com), internal knowledge bases, customer-facing communications, and community support across platforms.
- Executed a strategic content optimization and migration initiative transitioning from an internal HTML-based platform to a reusable XML (DITA) framework, which curtailed content volume by 33%.
 - **Highlights**
 - Simplified task-based help content to highlight calls to action and self-service ingress points resulting in a 20% increase in positive feedback as well as a 20% boost in user feedback engagement.
 - Improved content effectiveness by 12% by eliminating low-engagement topics, enforcing DITA (task, concept, reference) structure, and reducing word count to

better highlight topic intent.

Amazon, Global Content Strategy Manager

June 2018 - June 2022

- Defined content strategy, management, implementation, and analytics for Amazon's knowledge management ecosystem, including help support (help.amazon.com), internal knowledge bases, customer-facing communications..
- Developed Amazon's first content strategy analytics program, defining KPIs, establishing performance benchmarks, and enabling targeted focus on high-impact areas through A/B testing and the development of best practices for help support (help.amazon.com and global marketplaces).
- Mentored various Amazon business units on scalable knowledge management practices, optimizing their content strategy execution and contributing to a 30% increase in operational efficiency through content production process and architecture improvements.
 - **Highlights**
 - Automated the analysis of content performance across international marketplaces, streamlining the detection of knowledge deficiencies and suboptimal content, resulting in a 25% improvement in content effectiveness for global support resources through targeted improvements to underperforming, high-impact content.

Amazon, Content Strategist

December 2010 - June 2018

- Designed and managed knowledge management assets, including customer-facing help support (help.amazon.com), and internal knowledge bases.
- Directed a team of content designers, fostering project success through collaboration, problem-solving, and data-driven decision making.
 - **Highlights**
 - Implemented a CMS migration and content optimization strategy resulting in a 25% reduction in content overhead (low impact and engagement articles), while accommodating substantial growth in user traffic.
 - Defined and implemented A/B testing process to evaluate changes in format and style for help support content, leading to an 8% improvement in content effectiveness by reducing contact rates across critical user journeys.

SKILLS

Knowledge management, Stakeholder management, Project management, Process improvement, Content management systems (CMS) (Drupal ver 9 and 10, Contentful, xMetal, Adobe, multiple proprietary platforms), Data visualization and analytics (Google Analytics, Tableau, Adobe Analytics, Amplitude, Microsoft Power BI, Looker), User experience (UX), DITA, SEO, Chat-GPT, iOS, Android

EDUCATION

- University of North Dakota, J.D., Law
- University of North Dakota, B.S., Psychology