

Alex Horsey

503-754-6461 | ahorseyidx@gmail.com | Portland, OR | [linkedin.com/in/alexhorsey](https://www.linkedin.com/in/alexhorsey)

Summary

Support content designer with 10+ years of experience in CX and tech. Building systems to deliver product launch readiness at a scale only AI can power, rooted in quality only humans can recognize.

Select Work Experience

H&R Block | Remote

Senior Project Manager, Support Content | 7/2026 – Present

- Own the support content lifecycle end to end, partnering across CX, Product, and Engineering to resolve top contact drivers.
- Set content standards for AI ingestion and search: taxonomy, metadata, and article structure.
- Built a multi-agent knowledge content pipeline to bring efficiency to product launch readiness.

Block | Remote

Communications Strategist, Knowledge Management | 2/2026 – 2/2026 (impacted by layoffs)

- Recruited back to modernize CX knowledge management; delivered a prioritized roadmap for content structure, governance, and an AI-first approach to agent readiness.

Coinbase | Remote

Senior Content Strategist | 4/2025 – 11/2025

- Led consumer product launch readiness content (help center, internal documentation, change comms, product copy) for 35+ concurrent launches, maintaining a 98% self-service rate.
- Turned complex product changes into plain-language guidance for customers and agents, testing flows to identify experience gaps.
- Structured support content to serve as one source of truth for chatbots, AI search, human agents, and AI agent assistants.
- Built an AI agent that monitored KPIs and customer sentiment across support content, CX case data, and search/AI health, producing an always-on feedback engine with built-in prioritization.

Block | Remote

Content Specialist | 5/2023 – 4/2025

- Owned Risk & Disputes support content portfolio (help center, internal workflows, change communications).
- Cut Tier 2 escalations 42% quarter-over-quarter by restructuring Salesforce Knowledge architecture to launch an AI agent-assist tool.
- Restructured change communications strategy to more effectively reach global employee and BPO audiences.

Bandcamp | Remote

Support Content Manager | 11/2022 – 5/2023

Support Specialist | 4/2021 – 11/2022

- Built the governance layer for the Zendesk Guide help center and internal knowledge base: taxonomy, style guide, voice guidelines, templates, and publishing workflows.
- Deployed Solvvy AI chatbot and restructured content architecture, raising self-service 40% quarter-over-quarter for top case drivers.
- Embedded into product teams to support major launches and ongoing product support; Used CX insights to nfluence in-app copy.

Ruby | Portland, OR / Remote

Internal Communications Specialist | 1/2020 – 2/2021

Internal Communications Coordinator | 9/2018 – 1/2020

Product Support Specialist | 1/2016 – 9/2018

- Owned information architecture, UX design, and change management for org-wide intranet migration.
- Wrote self-service knowledge base content on insurance, benefits, and HR policy, translating legal language into plain language.

Capital One | Tigard, OR

Customer Support Coordinator | 8/2014 – 12/2015

Featured Project

TicketPill | Event ticketing platform in beta with two customers

Founder | 5/2025 – Present

- Developed an event ticketing marketplace platform using Stripe, Vercel, Claude Code, Supabase, and other tools.
- Built a release-triggered pipeline to automatically draft help articles when the product changes.

Education & Certifications

DataCamp | LLM Applications with LangChain · RAG Systems with LangChain · Agentic Workflows with LlamaIndex | 2026

Consortium for Service Innovation | Knowledge-Centered Service (KCS) v6 Fundamentals Certification | 2024

Portland State University | Writing & Digital Media | 2013–2016

Skills

- **Content & Knowledge Systems:** Zendesk Guide, Salesforce Knowledge, Contentful, Confluence, Payload
- **AI & Retrieval:** RAG, hybrid vector and keyword search, LangChain, LlamaIndex, Microsoft Copilot Studio, Glean, Claude, ChatGPT
- **Analytics & Data:** Amplitude, Looker, SQL, Google Analytics
- **Product & Delivery:** Jira, Asana, Figma, GitHub