

# OLIVIA KELLY

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## AI Enablement, Operational Transformation & Knowledge Systems Strategy

I design and operationalize AI-enabled systems that improve how knowledge is structured, evaluated, adopted, and used across organizations. My work focuses on translating emerging AI capabilities into scalable workflows, enablement programs, governance models, and operational practices that support both human teams and AI-driven systems.

At Oracle, I led initiatives spanning AI-assisted authoring, GenAI evaluation, findability, and retrieval-aware content operations, helping cross-functional teams adopt AI workflows, standardize evaluation practices, improve organizational readiness, and build measurable feedback loops that informed long-term rollout strategies.

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## EXPERIENCE

### Oracle · Austin, TX (Remote)

Product Manager · 2024–2026

Information Architect · 2022–2024

- Designed and operationalized a structured evaluation system for GenAI outputs, including centralized Q&A datasets, standardized scoring frameworks, regression testing models, and repeatable evaluation cycles
- Led cross-functional AI evaluation and enablement programs (“test bashes”), coordinating stakeholders across product, engineering, support, and content teams to standardize testing workflows, onboarding practices, scoring methodologies, reporting, and continuous improvement processes
- Defined and piloted AI-assisted authoring workflows, including prompt systems, reviewer guidance, evaluation criteria, governance considerations, and operational readiness strategies supporting enterprise AI adoption
- Designed and managed an enterprise pilot program evaluating AI-assisted editorial workflows, including participant onboarding, reviewer enablement, structured scoring systems, rollout coordination, and executive-level reporting
- Gathered and synthesized structured participant feedback to identify workflow friction, adoption barriers, and the AI-assisted practices most likely to provide sustainable day-to-day value for documentation teams
- Synthesized evaluation and retrieval data to identify systemic failure patterns (e.g., incomplete vs incorrect responses), informing improvements to AI behavior, content structure, search/retrieval performance, and discovery workflows
- Contributed to retrieval-aware content standards focused on content structure, metadata, topic scoping, and AI-driven discoverability across large documentation ecosystems
- Prototyped pathways to automate evaluation workflows using structured prompts, AI-assisted scoring, and API-driven integrations
- Partnered across product, support, engineering, and content stakeholders to align content operations, search behavior, and AI outputs with real user needs
- Led an organization-wide findability initiative supporting 100+ writers, combining analytics, search behavior analysis, content standards, onboarding guidance, and enablement efforts to improve discoverability and content effectiveness at scale
- Contributed to AI governance and evaluation practices by developing structured review frameworks, scoring guidance, workflow standards, and operational recommendations supporting responsible AI-assisted workflows

### Intel · Santa Clara, CA (Remote)

Senior Technical Writer · Jan–May 2022

- Owned ASIC design flow documentation as a structured content system supporting complex engineering workflows
- Implemented DITA reuse, versioning, and branching workflows in Alfresco CMS, improving governance, coordination, and content delivery efficiency

### ePromos · St. Cloud, MN (Remote)

IT Program Manager · June 2020 – Jan 2022

- Managed a small cross-functional operations team, including a NetSuite Administrator and Project Manager, supporting software delivery and business systems initiatives
- Designed and implemented an IT project operating model, improving alignment, execution, and delivery across software initiatives

- Introduced a Balanced Scorecard framework, enabling leadership to track progress against strategic goals with consistent metrics
- Led Agile release cycles end-to-end, coordinating cross-functional teams and driving execution from planning through delivery

### **Intel Security / McAfee · Santa Clara, CA (Remote)**

**Data Analyst** · 2018–2019

- Designed and deployed a Power BI dashboard suite, enabling a shift to data-driven decision-making for content strategy
- Built a measurement framework linking documentation KPIs to business outcomes, supporting ongoing performance analysis and reporting

**Content Manager / Publications Specialist** · 2013–2018

- Led large-scale PDF-to-HTML content modernization initiative (Zoomin), including workflow design, contractor onboarding, portal-readiness standards, and production coordination across a large technical writing organization
- Served as SDL Tridion CMS administrator, responsible for writer onboarding, project setup, and ongoing troubleshooting
- Conducted large-scale pre-localization content audits and workflow analysis, achieving a 95% reduction in localization errors through structured content quality improvements
- Developed content review guidance and audit frameworks to improve content consistency, translation readiness, and publishing quality at scale

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#### **PROJECTS**

##### **[Medley](#)**

Medication analysis application built on the Claude API (Anthropic). Designed structured prompt systems for pharmacological interaction analysis, including conditional clinical modes (AGS Beers Criteria for older adults, FDA PLLR pregnancy safety flags) and emergency detection workflows. Integrated NIH RxNorm API for drug lookup and deployed on Vercel serverless infrastructure.

- Built end-to-end workflow architecture, including prompt engineering, backend API integration, frontend implementation, and deployment

##### **[RAGLens](#)**

AI evaluation and diagnostics framework for retrieval-augmented generation (RAG) systems.

- Developed a diagnostics framework for evaluating how content structure, retrieval behavior, and information architecture impact AI-generated answers and discoverability
- Designed structured signal models to analyze AI outputs beyond correctness, focusing on retrieval behavior, response completeness, and system-level weaknesses

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#### **SKILLS**

**AI Enablement & Operational Transformation** — AI adoption strategy, workflow transformation, organizational enablement, AI-assisted workflows, GenAI evaluation systems, prompt system design, AI governance, onboarding and rollout strategy, scalable operational workflows

**Knowledge Systems & Discovery** — Information architecture, content governance, RAG optimization, retrieval-aware content strategy, discovery optimization (SEO/AEO), structured authoring, content lifecycle optimization

**Analytics & Measurement** — Adobe Analytics, Google Search Console, Power BI, KPI design, scoring systems, operational analytics, System Usability Scale (SUS)

**Tools & Platforms** — ChatGPT, Claude, Claude API, REST APIs, Vercel, DITA XML, SDL Tridion, Alfresco, Oxygen XML Editor, Jira, Confluence, Office 365

**Methods** — Agile program management, process improvement, change management, cross-functional collaboration, content audits, workflow standardization

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#### **EDUCATION**

**M.A., Technical Communication** — Portland State University

**B.A., English** — Sonoma State University