Alex Horsey

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Summary

Knowledge specialist with over a decade in support and CX, the last several years owning the internal knowledge that frontline agents and BPO partners rely on for crypto, payments, and tax products at Coinbase, Cash App, and H&R Block. Builds the structure, governance, and AI-assisted workflows that keep a large documentation library accurate as products and policies change.

Select Work Experience

H&R Block | Remote

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

- Designed a multi-agent pipeline in Microsoft Copilot Studio for a 500-article knowledge base rewrite and migration. An orchestration agent moves each article through retrieval, categorization, redrafting, and agentic review with an automated fix loop, which cut 3 months from the restructure timeline.
- Wrote the taxonomy, metadata, and article-structure standards that make help content retrievable by search and AI tools. When the support chatbot gives a wrong answer, trace it to either a source-content gap or an AI-logic issue so the right team owns the fix.
- Own the support content lifecycle from intake through publishing and launch readiness, setting the roadmap with Customer Care, Product, Technology, and Operations based on CX data and business priorities.

Block | Remote

Communications Strategist, Knowledge Management | *2/2026 – 2/2026 (role eliminated in Feb 2026 layoffs)*

- Recruited back to assess CX knowledge management and agent readiness; delivered a roadmap targeting duplicated work, automation opportunities, and governance gaps.

Coinbase | Remote

Senior Content Strategist | *4/2025 – 11/2025*

- Owned the knowledge behind Coinbase's agent-assist, AI search, and chatbots, structuring internal and customer-facing articles so in-house specialists, BPO agents, and automated tools all answered from one source.
- Built a scheduled Glean agent that combined article-level self-service rates, unattributed contact volume, search and chatbot failures, and Jira and Asana intake into a ranked queue of content fixes with suggested SME owners, reviewing every proposed assignment before it went out.
- Turned product changes into agent SOPs and help content for 35+ launches in six months, with guidance ready for in-house and BPO agents before each launch, while holding a 98% self-service rate.
- Ran intake, triage, assignment, and peer review for launch content, coaching and setting priorities for contract writers, BPO process specialists, and junior strategists.
- Partnered with Legal, Compliance, and Privacy to turn policy changes into plain-language guidance agents could apply the same way on every case.
- Pulled nine cross-functional initiatives into a single H2 plan for the CX Consumer Content team and built the planning templates the team adopted.

Block | Remote

Content Specialist | *5/2023 – 4/2025*

- Owned the Risk & Disputes knowledge domain in Salesforce Knowledge for a global support organization of in-house agents and BPO partners, including audits of the content library.
- Cut Tier 2 escalations 42% quarter-over-quarter by restructuring the knowledge architecture behind an AI agent-assist tool.
- Built process maps in Lucidchart and Miro to untangle complex case workflows, and partnered with Support Operations to roll guidance changes out to in-house and BPO agents.

Bandcamp | Remote

Support Content Manager | *11/2022 – 5/2023*

Support Specialist | *4/2021 – 11/2022*

- Took over an existing Zendesk Guide help center and internal knowledge base and built the governance layer it lacked: taxonomy, style guide, templates, version control, publishing workflows, and quality standards.
- Deployed the Solvvy AI chatbot and restructured content architecture, improving self-service 40% quarter-over-quarter.
- Cut new-hire ramp-up 50% by rebuilding training and onboarding content; managed four agents, led live training, and used QA ticket sampling to see where guidance needed work.

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 intranet information architecture and UX design, and led the migration of support documentation to a new knowledge management system.

Capital One | Tigard, OR

Customer Support Coordinator | *8/2014 – 12/2015*

Featured Project

TicketPill | Event ticketing platform

Founder & Sole Builder | *5/2025 – Present*

- Built a release-triggered documentation pipeline that drafts help articles from code changes and flags existing articles a release has made stale. Nothing publishes without human review, and reviewer edits feed back in as corrections.

Education & Certifications

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

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

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

Skills

- **Knowledge Platforms:** Zendesk Guide, Salesforce Knowledge, Salesforce Service Cloud, Contentful, Confluence, Notion
- **AI & Search:** Glean, Microsoft Copilot Studio, Claude, ChatGPT, Gemini, multi-agent orchestration, RAG
- **Data:** SQL, Snowflake, Amplitude, Looker
- **Workflow & Process Mapping:** Jira, Asana, Monday.com, Lucidchart, Miro