

Enterprise Case Study

AI Content Systems Transformation

Designing the content systems, governance frameworks and operating model needed to support generative AI content workflows at enterprise scale.

Global Professional Services Organization
Enterprise Marketing & Thought Leadership

Summary version prepared for portfolio purposes.
Additional project details available upon request.

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Case Study: AI Content Systems Transformation

From Pilot Experiment to Operational Framework

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Challenge: The organization was exploring generative AI to transform high-value research and thought leadership into scalable marketing content across formats, personas, and channels. Early experimentation had begun, but the initiative lacked the systems, governance, and operating structure needed to move beyond pilot experimentation.

My Role: Launched and operationalized the AI content transformation pilot, bringing both technical implementation expertise and a background in brand voice development and enterprise marketing to assess system performance. Designed workflow orchestration, validation pathways, and learning loops while documenting system behaviors and patterns.

My dual lens as both a systems architect and an experienced content strategist enabled a nuanced assessment of not just where AI outputs failed, but also why — distinguishing among technical limitations, conflicting guidance within the system, and underlying content quality issues.

Key Deliverables:

System architecture

Defined model structures, governance frameworks, and cross-team practices for high-stakes executive content.

Operational workflows

Designed validation pathways, quality controls, and risk management protocols for AI-assisted content production.

Learning systems

Built improvement loops that captured real-world usage insights and fed them back into prompts, guidance, and processes.

Technical assessment

Delivered a 30-page report documenting system behaviors, realistic ROI assumptions, and optimization opportunities.

Training materials

Created scalable onboarding documentation and practical use-case playbooks for enterprise content teams.

Outcome: Provided leadership with a clear assessment of generative AI capabilities and limitations, along with concrete optimization recommendations and a strategic framework for scaling AI-assisted content workflows responsibly.

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