Vaibhavi Bhatt

Knowledge Management & AI Enablement Lead | Content Strategy
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PROFESSIONAL SUMMARY

Knowledge and AI enablement lead with 7+ years in contact centre support, using AI to make knowledge easy to find. Recently built an AI meetings-to-tasks app, AI agents and n8n automations. MIT certified in applied agentic AI.

EXPERIENCE & IMPACT

BMO Blue Rewards (formerly AIR MILES), Toronto | Jan 2019 - Aug 2026

Knowledge Management Lead | Jan 2021 - Aug 2026

- Saved **$22K a year** by overhauling the knowledge base **taxonomy and information architecture**, validated with 16 frontline agents pilot.
- Won approval for a **$100K+** KM modernization initiative by building the **business case** and **content strategy** and aligning **50+ cross-functional partners**.
- Cut drafting time **17%** by building **AI prompt-template workflows** for the KM team.
- Earned a **BMO Spotlight Award** for a **content gap analysis** of 1,000+ assets and **agent (user) research**.
- Kept agent content accurate with **Information Mapping**, **content audits** and **freshness reviews**.
- Built a phased AI maturity roadmap for **knowledge operations**, with prioritized **AI use cases**, **governance** and **human-in-the-loop review**.

Contact Centre Coach | Jan 2019 - Jan 2021

- Lifted **CSAT 11%** and won **SQM awards** with KPI-aligned **blended learning** and **enablement content**.
- Led **18 frontline associates** to KPI targets as **interim team lead**, owning complex **escalations**.
- Closed **agent knowledge gaps** during rapid product releases with **QA feedback loops** built on live **CSAT data**.

Franchise Owner & Program Director | KidzArt & Club Scientific | Oct 2013 - Mar 2020

- Ran **6+ locations** with full **P&L ownership**, managing vendors and instructors.
- Built a self-running **instructor team** by 2019 through **hiring**, **coaching** and **STEAM curriculum design**.

HANDS-ON AI PROJECTS

- **AI App:** Built TaskIt, an AI meetings-to-tasks app that assigns owners and due dates, with team-lead review.
- **AI Agents:** Built a customer support agent and a Retell AI voice agent with meta prompting.
- **Workflow Automation:** Built a website lead spam checker using multi-step n8n workflows.
- **MCP & Multi-Agent Systems:** Built a custom MCP server and a multi-agent productivity assistant.
- **Personalized AI Workflows:** Built a writing workflow with context engineering, Skills and MCPs.
- **AI Media:** Produced videos without filming, using personal AI voice, image and video clones.

CORE SKILLS

- **Knowledge, Content & AI:** Knowledge base management, taxonomy & IA, content strategy, content gap analysis, lifecycle reviews, prompt design, context engineering, RAG (retrieval-augmented generation), AI agents, workflow automation, AI governance & guardrails
- **Enablement & Leadership:** Agent onboarding, instructional design & LXD, blended learning, coaching, people leadership, QA & CSAT analytics, web analytics, AI adoption & change management, stakeholder alignment, executive communication, business cases
- **AI Tools (working familiarity):** Claude (Code, Cowork, Skills, Projects, MCP), ChatGPT, Gemini, MS Copilot, NotebookLM; Codex, Antigravity, Bolt, Lovable, Google AI Studio, GitHub, Vercel, Netlify; n8n, Pinecone, Retell AI, Lyzr; ElevenLabs, HeyGen, Nano Banana
- **Work Tools:** Genesys Cloud & SpeechMiner, SharePoint, Confluence, Jira, Tableau, Excel, Articulate 360, Adobe Creative Cloud, Lucidchart, Figma

EDUCATION & CERTIFICATIONS

Master of Computer Applications - Sardar Patel Institute of Technology, India (Gold Medalist)

Postgraduate Diploma in Web Design - Sheridan College, Canada

Certifications: Applied Agentic AI (MIT), LXD (Coursera), Business Writing (Information Mapping), Information Architecture (AGI), UX Storytelling (NNG), Experience Design (Akendi)