

# RUSSELL E. ANDERSON

AI Content Strategist & Architect | Senior Knowledge Base Editor

San Jose, CA | (925) 413-7070 | russiswithus@gmail.com | [russiswithus.com](http://russiswithus.com) | [LinkedIn](#)

## PROFESSIONAL SUMMARY

Strategic AI Content Leader and Senior Editor with over a decade of experience in SaaS documentation. Recognized in performance reviews as a 'quiet leader' and technical anchor with a proven track record of scaling documentation systems for millions of users. I bridge the gap between technical engineering and user-centric content through prompt engineering, logic-based flowcharts, and process automation. Currently spearheading the transition to agentic workflows within Wix's global Knowledge Base.

## TECHNICAL SKILLS

- **AI & Automation:** Agentic Workflow Design, Prompt Engineering, Vibe Coding, Chatbot Orchestration.
- **Technical:** Markdown, Git-based Documentation Workflows, Mintlify, Architectural Diagrams (Figma), CMS Architecture.
- **Leadership:** AI Literacy Mentorship, Team Transition Management, Cross-functional Strategy.

## EXPERIENCE

Wix.com | San Francisco / Remote

**AI Content Strategy Lead & Senior KB Editor** | *January 2023 – Present*

- **Designing Agentic Workflows:** Architecting a high-priority system to automate the documentation lifecycle. Created diagrams in Figma for an end-to-end system integrating AI agents for intake, drafting, and context-mapping.
- **Driving Team AI Adoption:** Serving as the Wix Knowledge Base "AI Authority"; designing and leading ongoing workshops to help the global writing team integrate AI tools and Vibe Coding principles into their workflows.
- **Internal AI Tooling:** Built and managed custom internal chatbots and prompt templates tailored to Wix's specific style guides, brand voice, and technical writing nuances.
- **Technical Documentation (Base44):** Managed content strategy for a newly acquired startup; utilized Markdown and Git-based workflows to maintain technical accuracy during a critical transition.

### **Senior Knowledge Base Editor** | *February 2021 – December 2022*

- **Editorial Standards:** Directed peer reviews to maintain a consistent global voice across a vast ecosystem of SaaS products.
- **AI Optimization:** Partnered with product teams to ensure documentation structure was optimized for AI ingestion and chatbot discovery.
- **Project Leadership:** Led the documentation strategy for complex beta products, coordinating multiple stakeholders to deliver technical sets under tight deadlines.

### **Senior Knowledge Base Writer** | *July 2018 – February 2021*

- **Support Contact Strategy:** Managed content and logic-based flowcharts for Wix's primary Support Contact Page, directing user journeys for millions of global customers.
- **Scale & Growth:** Exclusively scaled the Wix Answers help desk software documentation from 100 to 500+ articles, facilitating major product launches and user expansion.
- **Technical Guides:** Authored high-impact guides for complex topics including DNS, mailboxes, and account security.

### **Support Team Lead / Billing Specialist** | *January 2014 – July 2018*

- **Team Leadership:** Managed a high-volume, results-driven call center team of 5–10 agents.
- **Training & Coaching:** Developed internal training frameworks and curriculum to improve troubleshooting accuracy and customer satisfaction (CSAT) scores.

## **EDUCATION**

- **Recording Connection Audio Institute** | *San Francisco, CA*  
Audio Engineering Certificate (Bachelor's Equivalent)
- **California State University, Chico** | *Chico, CA*  
Bachelor of Arts in Art Studio (Emphasis in Computer Art); Minor in Anthropology  
*Post-Baccalaureate Study: Single Subject Teaching Credential Program*