

Karol Palmer

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PROFESSIONAL SUMMARY

Knowledge Management & Content Operations leader with 9+ years of experience transforming complex information ecosystems into scalable, user-centered systems that improve engagement, operational efficiency, and customer experience. Proven ability to build and mature a global knowledge pipeline, transforming disorganized content into a strategic asset that drives operational efficiency and measurable business impact. Expertise in Salesforce Knowledge, enterprise CMS platforms, content governance, and taxonomy design. Adept at leading cross-functional teams and collaborating with global consulting leadership to drive knowledge contribution and adoption.

SIGNATURE IMPACT

- Increased enterprise knowledge engagement by 54% through Salesforce KMS transformation and KCS adoption
- Reduced support friction and drove \$1.08M annual operational savings through strategic content optimization
- Led global knowledge governance initiatives across 15,000+ employee ecosystems
- Improved self-service effectiveness, reducing customer support contacts by 45%

CORE COMPETENCIES

Leadership & Strategy

Knowledge Management Strategy
Content Operations
Global Program Management
Cross-Functional Leadership
Process Improvement
Stakeholder Management

Technical Expertise

Salesforce Knowledge
Enterprise CMS Platforms
KCS Methodology
Google Analytics
Atlassian Suite (Jira, Confluence)
HTML/CSS

Content & UX

Content Strategy & Curation
Taxonomy & Metadata Design
User Experience (UX) Writing
Information Architecture
Content Governance & Audits
Style Guide Development

PROFESSIONAL EXPERIENCE

Hilton | McLean, VA

Senior Manager, Knowledge Management | January 2020 – December 2024

- Owned and drove the enterprise knowledge management strategy for a Fortune 500 hospitality brand, leading a full-scale Salesforce KMS transformation that unified knowledge delivery across a 15,000-person

global organization, from platform architecture and taxonomy design to governance policy and cross-functional adoption.

- Championed the enterprise-wide adoption of KCS (Knowledge-Centered Service) methodology, partnering with senior operations and CX leadership to embed knowledge contribution into organizational workflows, driving a 54% increase in knowledge base engagement and delivering an estimated \$1.08M in annual operational savings.
- Defined and enforced enterprise content governance standards, including tone of voice guidelines, writing quality metrics, and a structured article lifecycle policy, establishing the knowledge base as a trusted, auditable single source of truth across global teams.
- Influenced cross-functional alignment across CX, Operations, IT, and L&D leadership, translating organizational knowledge gaps into a prioritized content roadmap and securing executive sponsorship for platform investment and team resource allocation.
- Built and operationalized a knowledge performance analytics framework, connecting content effectiveness to enterprise KPIs including First Contact Resolution (FCR), Average Handle Time (AHT), and agent productivity, enabling data-driven content strategy decisions at the leadership level.

Walmart | Bentonville, AR

Content & Communications Strategy Manager | October 2017 – December 2019

- Led cross-functional content initiatives for the world's largest retailer, including rebuilding customer-facing help centers with over 300 content elements and improving chatbot flows.
- Managed the integration of a proprietary CMS with CRM software, streamlining content workflows and improving data consistency for a global content team.
- Established content standards and quality metrics that improved readability and reduced customer support contacts by 45%, directly improving self-service resolution rates.
- Developed and launched a global best-practices playbook for content creation and management, adopted in 3 countries and resulting in a 30% reduction in onboarding time for new content creators.

Mood | Charlotte, NC (Remote)

Knowledge Management Consultant | October 2025 – Present

- Advise on knowledge base architecture and content strategy, identifying systemic gaps in self-service documentation and translating user pain points into actionable content roadmap recommendations.
- Author and govern customer-facing knowledge base articles and internal documentation standards, applying enterprise KM principles to improve content findability, first-contact resolution, and agent efficiency.

SELECT PROJECTS & ACHIEVEMENTS

- **Salesforce KMS Transformation (Hilton):** Architected and launched a global knowledge management pipeline for a Fortune 500 company, capturing field intelligence and publishing it as scalable digital assets. This initiative drove a 54% increase in user engagement and delivered over \$1M in annual operational savings.
- **Digital Launch Content Strategy (Walmart):** Led the content strategy for a major digital product launch, overseeing the creation of all customer-facing support articles, FAQs, and in-app guidance. The launch exceeded adoption targets by 25%.
- **CSAT & Self-Service Improvement Initiative (Walmart):** Analyzed customer feedback and support data to identify key content gaps, then led a targeted content optimization initiative that reduced support contacts by 45% and improved customer satisfaction scores related to online help by 15% within six months.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Project Management Certificate, Walmart Inc. (2019)
- Knowledge-Centered Service (KCS) v6 Fundamentals, KCS Academy | In Progress, Expected Q3 2026
- Advanced Google Analytics, Google Analytics Academy (2021)

THOUGHT LEADERSHIP & SPECIALIZATIONS

Active member of the knowledge management and content strategy professional community, with a particular interest in the intersection of AI-assisted content workflows, KCS methodology evolution, and enterprise taxonomy design. Focused on the evolution of AI-assisted knowledge systems, intelligent search, and scalable content operations. Committed to staying current with emerging platforms and tools that improve knowledge findability, content governance, and the end-user experience at scale.

- AI-Augmented Knowledge Management & Intelligent Search
- KCS Methodology & Knowledge-Centered Culture Building
- Enterprise Taxonomy Design & Information Architecture
- Content Performance Analytics & ROI Measurement
- Cross-Functional Content Governance Frameworks