

HARD SUBJECTS. YOUR VOICE. PROBLEM SOLVED.

AI CONTENT OPERATIONS & EDITORIAL SYSTEMS

- Translate technical, regulated, and AI-heavy material into plain English while keeping voice, accuracy, and intent intact.
- Evaluate AI outputs for accuracy, source fit, voice fidelity, usability, and publication risk; document failures, recommend fixes, and retest.
- Design repeatable workflows for research, fact-checking, QA, publishing, and human review.

EXPERIENCE

Advisor, AI Product & Content Operations - BlueRock Security 2026 - Present

AI product evaluation, onboarding, messaging, curriculum, and content systems

- Review BlueRock Cloud trial experiences and identify friction in onboarding, copy, messaging, and product use.
- Turn testing into clear recommendations, retest changes, and develop curriculum for BlueRock for Builders.

Copywriter & Content Systems Consultant - Independent 2003 - Present

Jargon translation, brand voice, editorial systems, and communications work across financial services, technology, healthcare, and government

- Designed Fannie Mae's content architecture and editorial standards across eight business units.
- Led major web/content overhauls for Inova Health System and Perot Systems (Dell Services Federal Government); Inova work won a Standard of Excellence Web Award.
- Built voice/style guidance and launch content for VMware; translated complex material into executive-ready copy and award applications for Capital One.

Founder, Editor & Publisher - Deep Kimchi 2022 - Present

Independent evidence-based media brand and podcast

- Run research, editorial, production, email, distribution, and audience growth end to end; published 100+ articles.
- Built reusable voice, research, QA, and publishing systems for a one-person media operation using AI as tooling with human editorial control.

Founder & Owner - Paws to Wonder Holistic 2002 - 2005

Specialty pet retail business (acquired)

- Built and sold the business; earned coverage in The Washington Post, NPR, and regional media.

Earlier career

Marketing Communications Manager - Network Solutions / VeriSign 1998 - 2002
Writer & Editor - Petroleum Marketers Association of America 1996 - 1998

WHAT I DO

AI content operations lead, senior editor, and jargon translator with two decades of work across financial services, technology, healthcare, government, and independent media. I build the systems behind reliable content: voice rules, editorial workflows, QA, fact-checking, and human review. I test AI-assisted work for what fails in practice, then turn those findings into fixes a team can actually use.

CORE STRENGTHS

AI content operations.

Workflow design, QA, human review

AI evaluation.

Accuracy, source fit, failure analysis

Voice systems.

Style guides, voice matching, standards

Jargon translation.

Technical, regulated, AI-heavy content

Content architecture.

Enterprise, cross-channel, publishing

Execution.

Fast, self-directed, senior-level

LANGUAGES

Korean and Croatian, conversational, with reading fluency in Korean. Raised overseas as a military dependent, including five years in Sweden, and writes with an ear for what does not translate to another market.

EDUCATION & HONORS

B.A. in English, George Mason University

Golden Key & Alpha Chi National Honor Societies; Dean's List. Harvard Negotiation Seminar graduate. NCAA Division I women's lacrosse scholarship, Scholar Athlete, multi-year team captain.

VOLUNTEERING

Animal rescue and extraction volunteer, Underdog International (Ukraine, Romania, Moldova). Sea Otter Research & Conservation, Monterey Bay Aquarium.