

Kyle McKitrick

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Marketing Systems | AI Automation | GEO

SUMMARY

Marketing systems and AI automation specialist with SEO and GEO experience. Builds AI content pipelines, agent workflows, and API integrations, including a multi-site content platform with a staged editorial and QA process. Previously spent seven years in operations, including leading team operations at an early-stage company through its acquisition.

EXPERIENCE

Marketing Systems & AI Automation Specialist

Jul 2022 to Present

CurrentWave · Toronto, ON (Remote)

- Built and maintain a custom AI content management platform used across multiple production websites.
- Designed a 10-step content pipeline covering briefing, outlining, drafting, line editing, QA review, image placement, internal linking, and metadata.
- Built APIs for each pipeline stage so AI agents can research and draft content on request, with automated QA that flags hallucinations and off-topic source material.
- Develop new features by writing specifications for AI coding agents (Claude Code, Codex); updates deploy across all sites with per-site feature controls.
- Delivered website, SEO, and marketing systems projects for small business clients.

SEO Account Manager & Web Developer

Jan 2024 to Aug 2024

Connection Incorporated · Toronto, ON (Remote)

- Managed concurrent client SEO accounts from planning through reporting, including technical audits, keyword and content recommendations, and GA4 and SEMrush reporting.
- Built SEO-focused WordPress sites with structured site architecture, metadata, and schema markup.

Operations Manager

May 2020 to Jul 2022

REX Opportunity Corp · Toronto, ON

- Managed the onboarding pipeline for new YouTube creator clients.

Senior Manager, Team Operations

Jan 2019 to May 2020

OverActive Media · Toronto, ON

- Supported the launch of new professional league franchises, contributing to branding and team strategy.
- Prepared player documentation and coordinated work visa applications with immigration lawyers.

General Manager, Team Operations

Sep 2015 to Dec 2018

Splyce · Remote

- Joined as an early employee and was promoted to General Manager in 2017, leading team operations through the company's acquisition by OverActive Media in 2018.
- Led operations for multiple professional esports teams competing in major leagues, supporting approximately 50 players and staff at peak.
- Managed player contracts, coaching staff hiring, work visas, housing, and international travel logistics.
- Worked directly with ownership on hiring and early-stage company planning.

SKILLS

Marketing Systems: HubSpot, GA4, Google Tag Manager, Looker Studio, Google Ads, Meta Ads, Stripe

AI & Automation: Claude Code, Codex, Cursor, AI agents, LLM pipelines, RAG, API integrations, n8n, Zapier, Clay

Search & GEO: Generative engine optimization (GEO), technical SEO, schema, Search Console, SEMrush, Ahrefs, Screaming Frog

Web & Data: Next.js, Supabase, Cloudflare, GitHub, Google Places API, HTML, CSS, JavaScript

Operations: Contract management, budgeting, hiring, immigration and travel logistics, stakeholder coordination

EDUCATION

BCom, Marketing Management · Ted Rogers School of Management, Toronto Metropolitan University

Advanced Diploma, Business Administration Management · Seneca College