

TODD M. GERUNDO

KNOWLEDGE MANAGEMENT | CONTENT STRATEGY | TECHNICAL DOCUMENTATION

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PROFESSIONAL SUMMARY

Knowledge management and content strategy professional with 13+ years of experience turning complex product, operational, and customer information into clear, governed, usable content. Experienced in enterprise knowledge ecosystems, content governance, information architecture, technical documentation, analytics, and AI-assisted content quality. Known for translating ambiguous source material into practical guidance, building durable content standards, and working across Product, Engineering, Legal, Training, Operations, Marketing, and leadership.

SELECTED IMPACT

~5,000 articles in enterprise knowledge environment	1,000+ frontline agents supported	296 new or revised articles published in 2026	7-8 mos. hands-on enterprise LLM evaluation
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CORE CAPABILITIES

Knowledge Management | Content Governance | Content Strategy | Information Architecture | Technical Writing | Content Lifecycle | Search & Findability | Content Analytics | AI / LLM Content Evaluation | KCS Practices | Stakeholder Management | Accessibility | Process Improvement

PROFESSIONAL EXPERIENCE

PERCEPTA, LLC - Supporting Ford Motor Company

2021-2026

Global Knowledge Base Content Specialist

- Helped govern and maintain a roughly 5,000-article Drupal knowledge environment serving more than 1,000 agents across connected-vehicle, customer, and operational programs.
- Translated complex source material from Product, Engineering, Legal, Training, Operations, Marketing, and leadership into procedures, troubleshooting guidance, reference content, and customer-facing adaptations.
- Authored and applied editorial standards, reusable templates, review criteria, and content structures that strengthened clarity, consistency, findability, accessibility, and lifecycle maintenance.
- Used Qlik reporting, search behavior, usage patterns, quality findings, recurring support needs, and stakeholder feedback to identify gaps, prioritize updates, and improve existing content.
- Published 296 new or revised articles in 2026 while balancing urgent product and business changes with source validation, review requirements, and technical accuracy.
- Participated for approximately 7-8 months in evaluation of a pre-release enterprise LLM, defining response-quality criteria and tracing weak outputs back to unclear or incomplete source content.
- Co-led a year-long consolidation of siloed team knowledge bases into a shared environment, including content audit, retirement, stakeholder validation, taxonomy decisions, migration QA, and adoption support.
- Provided functional team leadership by running weekly meetings for four knowledge specialists, assigning incoming stakeholder projects, maintaining the project tracker, coordinating deadlines, and reporting progress to leadership.

PROFESSIONAL EXPERIENCE - CONTINUED

PERCEPTA, LLC - Supporting Lincoln Motor Company2015-2021

Social Media Manager

- Managed day-to-day brand social communications across high-visibility customer channels, combining publishing, community engagement, issue monitoring, and rapid-response judgment.
- Partnered with Marketing, Customer Experience, Legal, Product Development, leadership, and Lincoln agency partner Hudson Rouge on vehicle launches, product education, campaign storytelling, and customer communications.
- Produced recurring performance reports and audience insights for marketing and leadership stakeholders, connecting channel activity with customer needs and communication opportunities.
- Led and trained social media agents and developed response guidance, escalation standards, training materials, and communication best practices.

PERCEPTA, LLC - Supporting Ford Motor Company2013-2015

Social Media Specialist

- Supported Ford brand-owned social channels through content publishing, community engagement, issue monitoring, and performance reporting across high-volume customer conversations.
- Collaborated cross-functionally to translate product, policy, and service information into clear public-facing messaging while balancing speed, accuracy, empathy, and brand requirements.

INDEPENDENT PUBLISHING

THE BIONIC PERSPECTIVE2025-Present

Founder & Content Strategist

- Founded and manage an independent publication focused on prosthetic technology, accessibility, disability advocacy, product experience, and first-person perspectives.
- Own editorial strategy, website publishing, SEO, accessibility, audience analytics, newsletter communications, social distribution, quality review, and content calendar decisions.
- Create long-form explainers, interviews, practical how-to content, landing-page copy, and technical writing samples for users, clinicians, researchers, advocates, and technology partners.
- Grew the publication to 1,300+ page views, 560+ unique visitors, and readers in 10+ countries through organic discovery, professional networking, email, and social distribution.

SELECTED KNOWLEDGE & CONTENT PROJECTS

- Search-centered routing redesign: restructured a heavily used global contact and escalation resource around how agents actually searched for help, improving routing logic and usability.
- AI-ready source improvement: rebuilt procedures into explicit actions, prerequisites, conditional paths, and escalation points to strengthen both human usability and AI-assisted retrieval.
- Regulated knowledge portfolio: developed fictional travel-protection knowledge samples demonstrating procedural design, decision support, governance controls, and clear escalation boundaries.

TOOLS, CERTIFICATION & EDUCATION

Tools: Drupal | Emplifi | Qlik | SharePoint | Microsoft 365 | WordPress | GenAI / LLM evaluation | SEO fundamentals | Structured authoring

Certification: KCS v6 Fundamentals

Education: Bachelor of Arts, English Literature & Composition | Minor in Political Science | University of North Florida