

KYLE SMITH

GLOBAL WEB STRATEGY & LEADERSHIP

Broken Arrow, OK | contact@kyleasmith.com

Profile

Web leader with 16 years of experience, the last six leading the web team at InterWorks, a global consulting firm with offices across the US, UK, EU, and Australia, reporting directly to the Chief Data Officer. I have spent the past two years rebuilding how our web presence is produced, discovered, and measured for a web where AI agents and answer engines increasingly sit between a company and the people evaluating it.

Experience

WEB EXPERIENCE MANAGER | INTERWORKS

MAR 2020 TO CURRENT

- Lead the web function for a global consulting firm, owning the strategy, vision, and roadmap for all InterWorks web properties and serving as the in-house authority on web across every region. Run a weekly forum presenting initiatives and progress to executive leadership.
- Built the strategy for how IW is represented in AI-driven discovery, including sitewide SEO/AEO/AIO/GEO optimization and structured, machine-readable content designed to surface our services in generative and agentic recommendations ahead of most competitors.
- Defined the UX and product strategy for an internal AI agent, the “agentic consultant,” that answers product and service questions for prospects and passes captured leads with full conversation context into Salesforce. Built on a custom context library, it outperformed comparable \$80K/year vendor tools in testing.
- Put AI to work inside the function itself, using agentic tooling for reporting, auditing, testing analysis, and production work so the team spends its time on strategy rather than repetitive execution. Team capacity grew substantially without adding headcount.
- Led a full top-to-bottom website redesign, built as an evolving system rather than a finished product. The site has changed continuously since launch without ever requiring another rebuild.
- Built region-specific web properties to capture EU audiences under strict GDPR compliance, and delivered a fully localized site for the German market.
- Run a live A/B testing program tracking funnel conversions, including experiments on a new OpenAI/ChatGPT ad platform campaign, with agentic tooling analyzing results and prioritizing the next round of variants.
- Rebuilt the site's page-building architecture, cutting page production from a week-plus to half a day and lifting sitewide performance 120%
- Built a native ad management and creation tool that places dynamic, responsive ads anywhere on the site, including the navigation, tracked through a custom Plausible integration rather than standard ad platforms so they aren't caught by adblockers.
- Own all website vendor relationships and budget. Cut multiple SaaS line items by building in-house replacements with AI-assisted development, reducing those costs by up to 95%, and halved the annual hosting budget through a migration and replatform that increased performance.

DIRECTOR, MARKETING TECHNOLOGY | AETNA / CAREFREE

MAR 2019 TO OCT 2019

- Led a fully remote team of designers, developers, project managers, account executives, and internal and external contractors.
- Wrote and executed a plan that eliminated \$1M in external vendor spend over 6 months by standing up a new internal Digital Marketing department.
- Launched a ground-up digital marketing platform built to perform across both B2C and B2B use cases, including a white-label version for pilot program partner agencies.

BRIEF MEDIA

2013 TO 2018

Front-End Developer, promoted to Digital Product Manager, then to Digital Strategy Manager.

- Led a team of developers, designers, project managers, and an audience analyst across a wide range of digital products.
- Architected an industry-first paid mobile app for veterinary pharmaceuticals, generating \$1.5M in annual revenue and winning the Folio: Digital Momentum Award in 2018.
- Architected a data warehousing platform consolidating multiple tools into a single view of user and behavioral data, and built company-wide dashboards measuring key metrics against third-party APIs.
- Segmented audiences and built targeting based on behavioral and demographic data to drive revenue against specific buyer groups.
- Implemented remarketing and retargeting strategies that delivered a 6:1 performance lift over traditional digital ad placements.
- Led a year-long, company-wide GDPR overhaul, architecting compliance across all digital products.

WEB DESIGNER | GRIFFIN COMMUNICATIONS

2010 TO 2013

- Designed and built web properties as a full-time member of the design team.

Independent Consulting

WEB STRATEGY AND UX/UI DESIGN | FREELANCE

2010 TO CURRENT

- Provide web strategy and UX/UI design for small and medium-sized businesses, working alongside full-time roles since 2010.
- Speak at industry events including WordCamp and ProductTank.
- Senior UX/UI Designer for InterGen/Microsoft from 2015 to 2018.

Education

B.A. VISUAL COMMUNICATIONS, WEB DESIGN | NORTHEASTERN STATE UNIVERSITY

2006 TO 2010

Minor in Graphic Design. Tahlequah, Oklahoma.

Winner of Best in Show – Digital – NSU Senior Show – 2010

Skills & Abilities

- AI & Agents: Agentic workflow design, designing for AI agents and answer engines, structured and machine-readable content, Claude, ChatGPT, AI-assisted development
- Search & Visibility: SEO, AEO, AIO, GEO, technical SEO, information architecture, structured data, Ahrefs, Screaming Frog
- Testing & Analytics: A/B and multivariate testing, conversion optimization, GA4, Plausible, Microsoft Clarity, Optimizely
- Web & CMS: Webflow, WordPress/Elementor, HTML/CSS3/jQuery, localization, GDPR compliance, Usability Testing
- Design: Figma, Adobe Creative Suite, Prototyping, Wireframing, Responsive Design, UX/UI Architecture
- Leadership & Ops: Team leadership, vendor and budget management, cross-functional stakeholder communication, roadmap ownership