

KC Wright.

Lead Architect ENTERPRISE MARTECH · AGENTIC AI · MCP

§01 SUMMARY

profile.md

Lead Architect with a decade scaling enterprise marketing automation, now extending that work into agentic AI systems. I direct teams operating 35M+ daily cross-channel messages — across email, push, and SMS, delivering 12B+ annual emails and 5.4B+ push notifications — driving \$100M+ in attributed annual revenue for a Fortune 1000 program, and architect the agentic platforms and MCP integrations that bring AI into enterprise MarTech operations.

\$100M+	REVENUE ATTRIBUTED
35M+	DAILY MESSAGES
12B+	ANNUAL EMAILS
60%	CAMPAIGN ERROR REDUCTION

§02 TECHNOLOGIES

stack.json

marketing-customer-data/	Salesforce Marketing Cloud · Braze · Marketo · HubSpot · Salesforce Data 360 · Hightouch · Bynder · Brandfolder
ai-agentic-systems/	Claude (Anthropic) · GPT-4o/5 (OpenAI) · Anthropic SDK · OpenAI SDK · Model Context Protocol
engineering-cloud-data/	AWS (Lambda · S3 · IAM · EC2 · Beanstalk · Amplify · SNS · Cognito · Bedrock) · Heroku · Cloudflare · Azure · Auth0 · Neon · Postgres · Snowflake · Databricks · Prisma · Docker · GitHub · GitLab · Bitbucket
languages-runtimes/	SQL · JavaScript · TypeScript · Python · Node.js · Next.js · Express
workflow/	Jira · ClickUp · Asana · Confluence

§03 EXPERIENCE

01 of 03

[2023→Present]
REMOTE

Lead Architect @ Bounteous

- 01 Own enterprise MarTech operations for a Fortune 1000 client — 35M+ daily messages across email, push, and SMS, including 12B+ annual emails and 5.4B+ push notifications — driving \$100M+ in attributed annual revenue.
- 02 Architect a multi-tenant MCP server bringing agentic AI to enterprise Salesforce Marketing Cloud operations — enabling AI-driven query authoring, automation diagnostics, and account-level intelligence at scale.
- 03 Lead a delivery pod of one architect and two developers; restructured workflows with standardized build frameworks and QA controls, reducing campaign error rates by 60%.
- 04 Architect bespoke consent and preference management infrastructure for enterprise clients — embedding privacy-by-design directly into MarTech operations rather than relying on off-the-shelf consent platforms.
- 05 Partner with executive stakeholders on platform strategy, including the redesign of a national loyalty program to an “earn and burn” model spanning the client's enterprise messaging footprint.

./daedalus Daedalus INDEPENDENT · SFMC companion platform

BUILT · MULTI-BU

Monitors automations, tracks data extensions, manages query libraries, and recovers failed jobs. Built with an agentic AI architecture layer that evaluates queries, performs QA, and surfaces account-level insights – applying agent patterns to enterprise-scale MarTech operations.

ENTERPRISE SCALE 3,500+ AUTOMATIONS 900+ DES & QUERIES MANAGED

§03 EXPERIENCE

02-03 of 03

[2022→2023]

REMOTE

Certified Marketing Cloud Consultant @ Ascend Technologies, LLC

- 01 Strategic advisor to enterprise clients — translating business and technical requirements into scalable SFMC solutions.
- 02 Led stakeholder workshops to capture user stories, align technology investments with business goals, and define future-state MarTech roadmaps.
- 03 Designed multi-channel engagement strategies across Email Studio, Automation Studio, Journey Builder, and MobileConnect.
- 04 Primary liaison between technical teams and business stakeholders, translating complex system capabilities into executive-ready communication.

[2016→2022]

OVERLAND PARK, KS

Senior Solutions Architect @ Ferrellgas

- 01 Directed administration and strategic expansion of Salesforce Marketing Cloud across business units, maximizing ROI from MarTech investments.
- 02 Designed and shipped an email loyalty program that lifted member retention by 25%+, alongside broader multi-channel lifecycle work across SMS, social, and direct mail for personalization and acquisition.
- 03 Established governance and compliance standards (GDPR, CAN-SPAM, deliverability) safeguarding brand reputation and long-term channel health.
- 04 Integrated Marketing Cloud with Sales and Service Cloud, delivering actionable insights for sales, service, and executive teams.
- 05 Built and mentored internal MarTech capability — training teams and driving adoption of automation and journey orchestration.

§04 CERTIFICATIONS

Salesforce Marketing Cloud — Developer, Consultant, Administrator, Email Specialist, AE Specialist
Salesforce Data Cloud — Consultant

§05 EDUCATION

B.S. Business Administration — Marketing
University of Central Missouri
2016 · DEAN'S LIST