

DAVID MARTIN

DIGITAL AND CREATIVE CONTENT LEAD | AI KNOWLEDGE SYSTEMS AND GTM ENABLEMENT

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AI KNOWLEDGE SYSTEMS • AI CONTENT OPERATIONS • PROPOSAL & GTM ENABLEMENT • AI ADOPTION & TRAINING

PROFILE

AI knowledge systems and content lead with eleven years at a 40-year Canadian IT firm, working daily with its managing partners and directors. Designs the AI agents, knowledge bases and governed workflows behind the company's content, proposal and sales work, and trains the people who use them. Runs the full content, brand and marketing function: 100+ social posts a year, articles, sales content, HubSpot campaigns, video and event marketing. Led 30+ public-sector bids. Founder of an independent animation brand grown to 261.5M+ organic YouTube views.

30 min

from new RFP to 80-90% first draft (was 1-2 days)

35 pages

of RFP response drafted live by an AI bid agent

20-year

contract won from a ~300-page bid (BC Assessment)

1,700+

bids from 32 years unified into one traceable record

261.5M+

organic YouTube views (288K+ subscribers)

CORE STRENGTHS

AI Knowledge Systems

- AI agents in Claude and Copilot Studio
- Knowledge bases with facts, voice and limits
- Human review built in: agents draft, people decide

Content & Campaigns

- Always-on social, articles, email and video
- Named campaigns from concept to publish
- AI video production, script to final edit

Proposal & GTM Enablement

- 11 years leading RFP responses
- Battlecards, one-pagers, go/no-go notes
- AI adoption: training, field guides, videos

EXPERIENCE

MYRA SYSTEMS CORP.

Victoria & Vancouver, BC | Hybrid

Canadian enterprise IT consulting and managed services provider, est. 1985

Digital and Creative Content Lead | AI Knowledge Systems and GTM Enablement

Apr 2024 - Present

- **Proposal Guru:** Built a Claude-based system on a structured company knowledge base that turns a new RFP into a folder structure, branded templates and an 80-90% complete first draft in about 30 minutes, replacing 1-2 days of setup and weeks of multi-author drafting. Flags gaps for experts and keeps a self-updating status report.
- **AI agents and knowledge base:** Built Copilot Studio agents for the whole company: a bid response assistant, marketing expert, Google Ads expert, cybersecurity advisor and sales sequence builder. One produced a 35-page RFP response live in a leadership session. Co-own the 86-file agent knowledge base and wrote its tone-of-voice standard.
- **Social Media Register:** Built a SharePoint content system with Claude that drafts post copy and graphics and runs every company post through review and approval, from draft to published, in place of email threads.
- **Bid Radar and pursuit history:** Consolidated 32 years of bid history (1,700+ pursuits) into one traceable record, and built a weekday digest that screens BC Bid, CivicInfo BC and 16 buyer portals for the 11-person leadership and sales group.
- **AI adoption:** Present at the company's Copilot AI pilot program; created training videos, a slide deck and a field guide on working with AI, including two public videos on the ELIZA effect. Train colleagues on the systems I build.
- **Content and campaigns:** Write, design and publish 100+ social posts a year on LinkedIn, Facebook and Instagram through HubSpot, in named campaigns such as Pin-Drop Quiet IT and Smarter Security Now. Write articles, whitepapers, battlecards and datasheets, and turn social campaigns into blog posts with a Claude workflow.
- **Video:** Produce AI-generated 3D promotional videos that use humour to carry a serious cybersecurity message, a Meet the Team series and AI training videos, from script to final edit.
- **Events, HubSpot and Google Ads:** Sole creator of event marketing, including the MISA BC 2026 co-branded Arista brochure, booth banner, social campaign and HubSpot lead capture form. Build HubSpot landing pages, forms and email campaigns; write Google Ads creative after bringing it in-house from an agency.

Business Development | Proposals, Brand and Content

Apr 2015 - Apr 2024

- Primary author and submission manager for 30+ public-sector bids in BC, including WorkSafeBC, BC Assessment, BCLC, BC Transit, PHSA and the City of Richmond, coordinating executives, engineers and legal counsel without direct authority.
- Managed content and assembly of the ~300-page BC Assessment response, the largest in company history, with a 15-person team including the managing partners. MYRA won a 20-year contract.
- Wrote executive briefing notes with go/no-go recommendations on incoming RFPs, and trained two new colleagues on the full proposal process: roles, documentation, notifications and how contributors work together.
- Designed the new logo and colour system, replacing a 35-year-old identity, and rebuilt the company website from the ground up with the Director of Sales and Marketing.
- Moved proposal collaboration from a 20-year-old file share to Teams and SharePoint, which leadership credited with ending long-standing version-control problems.

DJC MEDIA

Vancouver, BC | Remote

Independent digital media and publishing brand, run alongside MYRA

Founder & Executive Producer

Jan 2008 - Present

- Built the brand from scratch to 261.5M+ organic YouTube views and 288,000+ subscribers across 463 videos.
- Write the stories and lyrics, design the characters, animate (2D frame by frame, and now AI 3D in Google Flow) and edit, and manage titles, metadata, SEO and publishing to grow discovery through YouTube search and recommendations.
- Member of the Maker Studios (Disney) creator network for 12 years and BroadbandTV (BBTV) for 8, working with assigned partner managers on creator collaborations and channel promotion.
- Author and illustrator of 7 published children's picture books. The Embassy of Canada in Tokyo held a reading of one to mark 85 years of Canada-Japan diplomatic relations.
- Brought editorial cartoonist Adrian Raeside's picture book *Dennis the Dragon* back into print through the same self-publishing process I use for my own books, from production files to printed copies.

EARLIER CAREER

David Martin Graphics, Vancouver | Founder | 2009 - Present. Freelance branding, logo design and illustration.

Zajac Ranch for Children, Vancouver | Development Coordinator & Head Grant Writer | May 2013 - Mar 2015. Brought in \$162,000+ in grants and donations, including a first-time maximum award of \$50,000 and a \$30,000 donation from Dempster's Foods.

Japan, Kansai | 1997 - 2007. Regional Education Director, Alpha Education Centers (Jan 2003 - Aug 2007): designed curriculum, courses and marketing materials for 3-4 centres and trained their teachers, working in Japanese. Translation and editing for Honda and Canon Marketing.

TOOLS, EDUCATION & LANGUAGES

AI: Anthropic Claude (Projects, skills, agents), Microsoft Copilot Studio, Microsoft 365 Copilot, ChatGPT, Google Gemini, Manus, Vercel v0. **AI video and audio**: Google Flow, Sora, Kling, Runway, ElevenLabs, Suno, Descript. **Marketing**: HubSpot (landing pages, forms, email, social), Google Ads, LinkedIn Campaign Manager, Microsoft 365 (SharePoint, Teams). **Design and video**: Adobe Photoshop, Illustrator and Premiere Pro, CyberLink PowerDirector, Canva

Education: BSc and Diploma in Engineering, Mount Allison University, Sackville, NB

Languages: English (native), Japanese (JLPT Level 2) | **Citizenship**: Canadian