BRET KERR

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Senior Content Designer & Content Strategist: *AI content systems, technical clarity, editorial QA.*

Ten years turning cybersecurity complexity into plain language at Mimecast. Now I write the instructions, knowledge sources and quality checks that AI agents work from, and I edit what they produce.

WHAT I DO FOR CONTENT TEAMS

Content design for AI agents and skills. I write what an agent works from as a document with fixed parts: when to apply it, the inputs it accepts, the output contract, the voice and style rules, and the checks the output must pass.

Editorial QA of AI output. Two models research the same question from opposed briefs. I cite-check and reconcile the reports before drafting. Quotes are verified and numbers are recomputed, because two models agreeing is not evidence.

Information architecture and terminology. I name things, group them, and write the labels people navigate by. On this site the menu is tested: every label must point to a real page, and each page sits under one menu item.

Technical simplification. Ten years of making security products and threats clear for executives, sellers and customers. Today I rebuild research papers as interactive explainers with a glossary, stated limits and source notes.

Research synthesis into narrative. I turn a large, mixed set of sources into a narrative a leadership team can act on: a point of view, the category language, and the evidence behind each claim.

Multi-format content systems. One source, many formats. The Anthropic Book ships as web chapters, PDF, EPUB and audiobook, and articles on this site carry a clean Markdown copy for AI systems.

CASE STUDIES, ALL LIVE

Skills: instructions an AI agent follows the same way twice. Best in Show, Lane 2, at the Open Accelerator Hackathon (Red Hat, IBM and the Mass AI Hub), Boston, June 27, 2026.
`contextjamming.com/book/skills`

A two-model research loop with an editor in the middle. In the recorded run, 45 thought units across 9 phases reconciled 2 reports, and 7 corrections were adopted from the adversarial report.
`contextjamming.com/SonnetSkillReasoning`

Information architecture, taxonomy and findability. The menu rules run as automated tests. A label that points to a missing page, or a page listed under two menu items, fails the test run.
`contextjamming.com/founder-files`

Interactive explainers: research papers made usable. In Transformer Atlas, every number is recomputed from the model's real residual stream.
`contextjamming.com/explainers`

The Anthropic Book: structured long-form from 727 sources. Published and live: 727 source documents, 21,222 retrieval chunks, and 1 hour 41 minutes of narration.
`contextjamming.com/book`

Executive narrative for an enterprise cybersecurity client. All six clusters shipped in one quarter.
`contextjamming.com/ACRA-Insight`

BEFORE AI, THE SAME JOB · MIMECAST, 2015 TO 2025

Presenter guidance for a virtual product event · A product how-to series: configure, then troubleshoot · API onboarding in three steps · Content architecture for a virtual summit · Customer stories turned into sales clips · Short security explainers for social · A research report turned into a webinar series · A news show for the sales team · Executive communications. Internal work is described on the page and not shown; samples are available on request.

Tools. Claude, Claude Code, Cursor, Codex, MCP, Gemini, ChatGPT · Next.js, TypeScript, Tailwind, Cloudflare, GitHub, Markdown · Adobe Premiere, After Effects, Photoshop

Availability. Contract or temp-to-hire. Remote, hybrid in Boston and Cambridge, or on-site along Route 128 and 495.