

Trevor Kist

AI Enablement Lead. Turns AI capability into tools teams actually use.

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Summary

AI Enablement Lead at Higharc: find where AI creates leverage, build the tools, and drive adoption.
Shipped AI Enablement HQ, one home for company AI training, skills, prompts, news, and discovery.
Seven years at EasyPay Finance, from marketing coordinator to technical PM, plus two App Store products and a portfolio of browser games.

Experience

AI Enablement Lead, Higharc July 2026 to Present

- Lead AI enablement across engineering, product, and operations: find leverage, build the tools and workflows, drive adoption.
- Shipped AI Enablement HQ, the central home for AI training, a skills library, reusable prompts, AI news, and an FYP page.

Technical Project Manager, EasyPay Finance August 2025 to July 2026

- Led cross-functional engineering teams on fintech products; owned requirements, Jira, standups, and delivery.
- Built Finley, an executive dashboard consolidating nine data sources into one daily view for leadership.
- Authored the Enterprise Analytics Center master data dictionary covering 807 raw fields across departments.
- Shipped internal AI tools on the Anthropic API, including a Claude Project for new hire onboarding.

Marketing Manager, EasyPay Finance March 2020 to October 2025

- Increased website traffic 40% through a redesign and SEO, generating 15% more qualified B2B leads.
- Improved email engagement 25% across 50,000+ contacts with Pardot automation and segmentation.
- Launched EasyPay University, a gamified training platform that reduced merchant onboarding time.
- Designed DataValidator, a SaaS app on the Google Places API that validated and enhanced 10,000+ CRM records.
- Prototyped and deployed internal web apps with Claude Code; built analytics dashboards on Salesforce.
- Continued leading marketing during the transition into technical project management from August through October 2025.

Marketing Coordinator, EasyPay Finance April 2019 to March 2020

- Increased email campaign effectiveness 20% for 25,000+ subscribers; cut collateral production time 40%.

Freelance Developer, Kist Digital / TKist Development LLC January 2026 to Present

- Built a private digital office where 13 Claude-powered agents handle lead research, site audits, outreach drafts, proposals, and compliance checks before human approval.
- Built a soccer club website and booking platform plus a NASCAR survivor pool for 102 players with automated weekly scoring.

Earlier: QA Supervisor, Feghali Sales (2017 to 2019); Assistant Program Coordinator, CSU San Marcos (2017 to 2019); Senior Recreation Leader, City of Laguna Niguel (2013 to 2017).

Selected projects

FORGE: Habits and Fitness. 75 Hard and custom challenge tracker with workouts and nutrition. On the iOS App Store.

Hollowfen: The Failing Village. Four-act narrative game, four endings, seventy scenes. Unity, Claude Code over MCP. TestFlight.

The Tuesday Report. AI-written weekly fantasy football reports for Sleeper and ESPN leagues. Node, GitHub Actions.

Trevor's World. Playable retro-game portfolio embedded in this site.

Skills

Languages	TypeScript, JavaScript, C#, Swift, SQL
Frontend	React, React Native, SwiftUI, Vite, Tailwind, GSAP
Backend and Data	Node, Netlify, Supabase, PostgreSQL, GitHub Actions, Data Modeling, Salesforce
AI and Agents	Anthropic API, Claude Code, MCP, Claude Projects, Agent Workflows
Game Dev	Three.js, Unity, Rapier, Web Audio, Pixel Art
Tools	Git, Xcode, TestFlight, Figma, Jira

Education

California State University San Marcos
B.S. Business, Management Information
Systems, 2015 to 2020

Certifications

- Claude Code in Action, Anthropic, 2026
- Intro to Model Context Protocol, Anthropic, 2026
- Certified Digital Marketing Professional, DMI, 2021