

# Tom Proctor

Senior Content Strategist | AI Workflow Designer | Web Production & Archive Systems  
Sonoma, CA • tom@proc.us • proc.us • 2200studios.us

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## PROFESSIONAL SUMMARY

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Senior content strategist and AI workflow designer with a rare pairing of skills. Two decades of enterprise content craft at PayPal, Symantec, and Autodesk, now joined with hands-on AI systems work. Builds content operations, relational Airtable and Notion knowledge bases, AI-assisted research and reconciliation workflows, and production-ready documentation. Known for clear structure, verifiable output, and quality that holds up in production.

## CORE SKILLS

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**AI & Data:** AI workflow design, prompt systems, Claude, ChatGPT, MCP workflows, LLM output-quality evaluation, Airtable data architecture, Notion systems, structured data, archive reconciliation.

**Content & Strategy:** content strategy, editorial production, UX writing, technical documentation, historical research, information architecture, SEO.

**Production & Governance:** web production, website remediation, accessibility, data governance, stakeholder documentation, content quality.

## PROFESSIONAL EXPERIENCE

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### AI Archive Systems & Web Production Lead

2200studios.us / Record Plant History Project | 2026–Present

- Built and produced 2200studios.us end to end: site structure, page layouts, article content, original photography, and publishing workflow.
- Wrote original articles and historical summaries on Record Plant artists, recording sessions, and KSAN “Live From The Plant” broadcasts.
- Designed a seven-table relational Airtable archive modeling 80+ historic KSAN broadcasts (Recordings, Artists, People, Tracks, Sources, Rights, Albums).
- Engineered a Claude-over-MCP reconciliation workflow cross-referencing entries against nine public archives, including the Internet Archive, db.etree.org, Guitars101, setlist.fm, and Discogs.
- Built a dated, audit-logged provenance system recording every verification check to the source record, with a three-tier confidence model: Verified, Primary Source, and Revisit.
- Verified 56 broadcasts to located recordings and isolated 24 date, venue, or attribution conflicts for expert review, defining a reusable model for AI-assisted archival reconciliation.

### AI Workflow Designer / Content Systems Consultant

Proc.us Integrations | 2023–2026

- Developed independent AI workflow systems, prompt frameworks, and content-operations models for applying generative AI to real production problems.
- Built custom GPT and Claude workflows for content production, research, archival review, structured writing, database planning, and project documentation.
- Created reusable systems that turn messy source material into structured outputs: summaries, project plans, editorial calendars, archive records, and stakeholder documentation.
- Evaluated LLM output quality across writing, schema generation, and workflow design, documenting failure modes such as structural drift, unsupported assumptions, and weak instruction adherence.

### Senior Content Designer

PayPal | 2017–2024

- Led content design and UX writing across PayPal Credit, Xoom, and related products, partnering with product, design, research, legal, compliance, and engineering.

- Designed the Xoom transaction content framework, standardizing messaging across international money-transfer states such as pending, hold, review, failure, and refund.
- Owned Regulatory Change Management (RCM) content, updating PayPal copy worldwide in response to shifting legal conditions across global markets.
- Coordinated legal and stakeholder sign-off across multiple countries and teams, driving JIRA tickets to closure under tight regulatory deadlines.
- Translated complex financial, legal, and product requirements into clear, compliant user-facing language, and contributed to content standards and voice-and-tone guidance.

### **Principal Information Developer**

Symantec | 2010–2017

- Led technical content and documentation for enterprise security products across help systems and release materials.
- Partnered with engineering, product, QA, and support to document features, resolve user issues, and improve customer-facing content.
- Built structured documentation systems that improved content consistency and reuse across releases.

### **Senior Technical Writer**

Autodesk | 2007–2009

- Created task-based documentation and user assistance for design and engineering software, partnering with product and engineering to document workflows accurately.

## **EDUCATION**

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B.S., Environmental Conservation — University of Colorado Boulder

Certificate, Technical Communication — UC Berkeley Extension

## **PORTFOLIO / CASE STUDIES**

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proc.us and 2200studios.us — AI workflow design, archive systems, Airtable and Notion systems, AI output-quality evaluation, content strategy, UX writing, technical documentation, and web production.