

# Matthew Proctor

## AI Marketing Technologist

mattproct@gmail.com · Toronto, ON · Dual Citizen (CA & US)

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### PROFILE

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Sales and marketing driven, with a technical background applied to building the systems that solve those problems. Currently driving marketing and automation at ScrappyCar: AI-powered lead intake, content pipelines, CRM, and pricing. Python and LLM fluency backed by a Psychology minor that keeps every decision grounded in what actually moves buyers.

### EXPERIENCE

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#### Marketing & Automation Consultant · ScrappyCar

2023 – Present

- Built and deployed an AI inbound call agent (Whisper + OpenAI) that qualifies sellers and books pickups around the clock, acquiring dozens of vehicles with zero human handling on intake.
- Engineered an automated video content pipeline: raw footage transcribed via Whisper, silence gaps removed for retention, music layered in, clips stitched and cropped to 9:16, then distributed to Instagram, YouTube, and TikTok via Buffer's API using Make.com.
- Managed lead pipeline in HubSpot alongside a custom spreadsheet CRM designed for AI-tool integration to enrich and score inbound leads.
- Built a real-time pricing algorithm from live market data and tracked cost, conversion, and ROI from launch.

#### Technical Project Lead & Controls Engineer · MEDATech Engineering Services

Mar 2024 – Present

- Technical lead on a complex client programme: scoped deliverables, managed expectations, and shipped on time. Deployed across 50 units of equipment in the field.
- Built an operator behaviour and machine performance analytics pipeline, starting in Grafana and later rebuilding as a custom React dashboard.
- Designed and shipped a Notion-based software check-in/checkout system to manage large binary files outside of git, adopted across the entire software department.
- Translated complex technical requirements into clear updates for stakeholders across all levels, from field technicians to executive leadership.
- Built an automated Voice of Customer pipeline to ingest, categorize, and prioritize customer feedback for decision-maker review and integration into future project planning.

#### Software Developer · Telegraph Road Entertainment

2020 – 2021

- Built Python and JavaScript automation tooling that removed manual steps from the content production workflow and reduced time-to-market.
- Contributed to the company's expansion across online retail channels.

### SKILLS

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<b>AI &amp; Automation</b>	Python · LLM agents · OpenAI · Whisper · Make.com · API integration · prompt engineering
<b>MarTech</b>	HubSpot · Buffer · Google Ads · Google My Business · Grafana · React · Notion automations · workflow automation
<b>Technical</b>	Python · TypeScript · JavaScript · Node.js · AWS · Vercel · Git
<b>Other</b>	Psychology (buyer behaviour) · stakeholder communication · documentation

### EDUCATION

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**B.Sc. Computer Science, Minor: Psychology** · Carleton University

2018 – 2023