AUSTIN HUMPHREY

SPORTS INTELLIGENCE | PRODUCT STRATEGY | AI-ASSISTED ANALYTICS

Builder of production-grade sports intelligence platforms. Three years driving data-informed strategies across advertising (Spectrum Reach) and independent product development (Blaze Sports Intel). Combining sales expertise with full-stack development and 1.5-2 years intensive AI/LLM experience to bridge raw sports data and actionable business decisions.

San Antonio, TX   (210) 273–5538   Austin@BlazeSportsIntel.com   linkedin.com/in/ahump20

BlazeSportsIntel.com

EXPERIENCE + IMPACT

Founder & Builder | Blaze Sports Intel

San Antonio, TX   2023 — Present

- Architected production-grade sports analytics platform covering MLB, NFL, NCAA football, NBA, and college baseball on Cloudflare infrastructure
- Built real-time data pipelines, API integrations, and mobile-first dashboards for live scoring and player analytics (30-second update cadence)
- Engineered serverless backend (53 Workers, 12 D1 databases, 45 KV namespaces, 18 R2 buckets) handling multi-sport data aggregation
- Developed AI-powered predictive modules and BlazeCraft system health monitoring interface
- Led end-to-end product roadmap, technical architecture, and stakeholder communication as solo founder
- Created editorial voice and content strategy for underserved sports markets outside East/West Coast coverage

Advertising Account Executive | Spectrum Reach

Austin, TX   Nov 2022 — Dec 2025

- Developed data-informed advertising strategies across linear TV, OTT/CTV, streaming, and digital platforms for local and regional clients
- Translated campaign performance into actionable insights driving client renewals and strategic upsells
- Coordinated cross-functional teams to scope, execute, and report multi-channel campaigns

Financial Representative | Northwestern Mutual

Austin, TX   Dec 2020 — Aug 2022

- Completed Top-5 ranked intern program; converted to full-time advising role
- Earned "Power of 10" Award—top 10% nationally in intern program
- Applied structured financial modeling to develop comprehensive client plans

SELECTED IMPACT

Platform Builder
53-worker serverless architecture serving multi-sport analytics

AI + Sports Lens
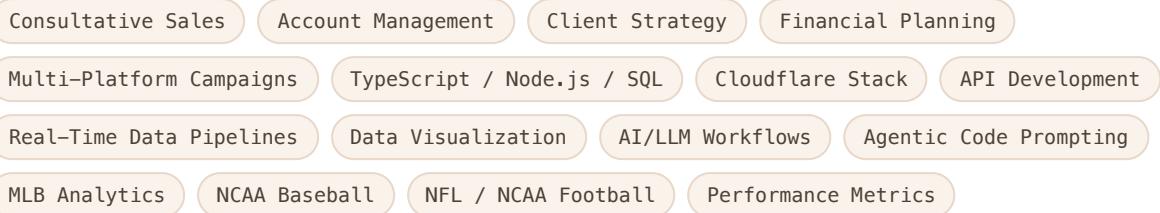1.5-2 years Claude.ai/Code, Gemini, ChatGPT, agentic workflows applied to sports data

Data to Story
Translated complex performance metrics into editorial content for underserved markets

Execution Speed
Solo founder executing full-stack development, design, content, and operations

CORE CAPABILITIES

Consultative Sales   Account Management   Client Strategy   Financial Planning

Multi–Platform Campaigns   TypeScript / Node.js / SQL   Cloudflare Stack   API Development

Real–Time Data Pipelines   Data Visualization   AI/LLM Workflows   Agentic Code Prompting

MLB Analytics   NCAA Baseball   NFL / NCAA Football   Performance Metrics

TECHNICAL TOOLS

- **AI/LLM:** Claude.ai, Claude Code, Gemini, ChatGPT, OpenAI Codex (1.5-2 years intensive)
- **Cloud:** Cloudflare (Workers, D1, KV, R2, Pages)
- **Stack:** TypeScript, Node.js, React, Next.js, Hono, Vitest
- **Data:** SQL, REST APIs, WebSockets, Luxon (timezones)
- **DevOps:** GitHub, Wrangler, CI/CD pipelines

EDUCATION

M.S. Entertainment Business – Sports Management
Full Sail University | Expected Feb 2026 | GPA 3.56

Artificial Intelligence & Machine Learning Postgraduate Certificate
UT Austin McCombs School of Business | In Progress (Accepted)

B.A. International Relations & Global Studies
University of Texas at Austin | 2014 — 2020
Minors: Economics, European Studies

LEADERSHIP & RECOGNITION

- **Rush Captain & Alumni Relations Chair** — Alpha Tau Omega, UT Austin (managed ~$100K budget for large-scale events; recruited 73 new members across two pledge classes)
- **"Power of 10" Award** — Northwestern Mutual (top 10% nationally in intern program)
- **March Madness Champion** — S.C Texas Region
- **Multi-Sport Varsity Athlete** — Boerne-Champion HS (Baseball pitcher, Football RB/Long-Snapper, Track AAU State)