AUSTIN HUMPHREY

SPORTS INTELLIGENCE · PRODUCT STRATEGY · AI-ASSISTED ANALYTICS

I build sports intelligence systems that work in production — not pitch decks. Three years leading data-informed strategy across advertising and founder-led product execution, two years designing AI/LLM workflows from prompt to deployment. I turn raw sports data into decisions people can actually use, with equal coverage for the markets and leagues that mainstream media ignores.

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BlazeSportsIntel.com

EXPERIENCE

Founder & Builder — Blaze Sports Intel

Boerne, TX   2023 — Present

Designed and operate a production sports intelligence platform covering MLB, NFL, NCAA football, NBA, and college baseball — entirely on Cloudflare infrastructure. The backend runs 53 Workers, 12 D1 databases, 45 KV namespaces, and 18 R2 buckets for multi-sport data aggregation at scale.

Built real-time ingestion pipelines and mobile-first dashboards with ~30-second live refresh, plus AI-assisted forecasting modules and the BlazeCraft reliability monitoring interface. Own every layer: roadmap, architecture, release ops, content, and stakeholder communication as a solo founder focused on the markets that matter and don't get covered.

Advertising Account Executive — Spectrum Reach

Austin, TX   Nov 2022 — Dec 2025

Developed data-informed advertising strategies across linear TV, OTT/CTV, streaming, and digital for local and regional clients. Translated campaign performance into insights that drove client renewals and strategic upsells — the kind of work where you learn that data only matters when it changes someone's decision.

Financial Representative — Northwestern Mutual

San Antonio, TX   Dec 2020 — Aug 2022

Completed a top-5 ranked intern program and converted to a full-time advising role. Earned the "Power of 10" Award — top 10% nationally. Built comprehensive financial plans through structured modeling, prospecting discipline, and consultative client relationships.

WHAT I'VE BUILT

PRODUCTION PLATFORM

53-Worker serverless architecture serving multi-sport analytics across five leagues — from zero to production as a solo builder.

AI + SPORTS OPERATIONS

Two years designing Claude, Gemini, and ChatGPT workflows for sports data ingestion, forecasting, and editorial — not demos, deployed systems.

DATA → STORY

Turn performance metrics into editorial content for college baseball, FCS football, and other markets mainstream media won't touch.

FULL-STACK EXECUTION

Architecture, frontend, content, ops, and stakeholder communication. Every layer, every day, one person.

CORE CAPABILITIES

Consultative Sales · Account Strategy · Client Development · Financial Planning · Multi-Platform Campaigns · TypeScript / Node.js / SQL · Cloudflare Workers · API Design · Real-Time Pipelines · Data Visualization · AI/LLM Workflows · Agentic Prompting · Sports Analytics · Editorial Strategy · Product Development

TECHNICAL STACK

- **AI/LLM** — Claude.ai, Claude Code, Gemini, ChatGPT, agentic workflow design (2 years hands-on)
- **Cloud** — Cloudflare Workers, D1, KV, R2, Pages
- **Languages** — TypeScript, Node.js, React, Next.js, Hono, SQL
- **Data** — REST APIs, WebSockets, real-time ingestion pipelines
- **DevOps** — GitHub, Wrangler CLI, CI/CD, Vitest

EDUCATION

AI & Machine Learning — Postgraduate Certificate
UT Austin McCombs School of Business · In Progress

M.S. Entertainment Business — Sports Management
Full Sail University · Feb 2026 · GPA 3.56

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

LEADERSHIP

Rush Captain & Alumni Relations Chair — Alpha Tau Omega, UT Austin
Managed ~$100K event budget. Recruited 73 new members across two pledge classes.

"Power of 10" Award — Northwestern Mutual
Top 10% nationally in intern program.

References available upon request · Portfolio and live platform at BlazeSportsIntel.com