

NICOLÁS BETANCOURT

Sports & Business Domain Expert | LLM Evaluation, AI Training & Data Annotation

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PROFESSIONAL SUMMARY

Digital Business graduate from IE Business School (AI-Powered Business Analytics track) with a background in sports analytics, sponsorship valuation and digital platform operations across Spain and Ecuador. Native Spanish speaker with C1 English, working as an independent contractor on AI training projects: LLM evaluation, output ranking and structured data annotation. Combines verifiable sports and commercial domain expertise with applied analytics (Python, SQL, machine learning) — the intersection required to catch model outputs that are plausible but factually wrong.

AI & LLM EXPERIENCE

MERCOR — Approved Expert, Machine Learning Engineer Talent Network | 2026 – Present

Independent Contractor | Remote

- Completed domain-expert AI interview and identity verification; profile live in the expert network for AI-lab project matching.
- Completed work-sample annotation assessment: classifying statements against objective, timeless and verifiable criteria, with a written justification for every violation identified.
- Evaluate and rank model outputs using structured rubrics, documenting each score as evidence → flaw → impact on the decision → recommended fix.

Skills applied: LLM evaluation and red-teaming · model output comparison and ranking · rubric-based scoring · data annotation against defined criteria · technical writing and source verification

IE BUSINESS SCHOOL — AI-Powered Business Analytics Track | 2025 – 2026

- Applied coursework in Predictive Analytics, Advanced Machine Learning, AI Algorithms and Chatbots & Agents: model building, evaluation metrics, and design of LLM-based conversational agents.

Skills applied: Machine learning, supervised and unsupervised (scikit-learn) · Python · statistics and probability · prompt engineering · RAG and conversational agents · data visualization

PROFESSIONAL EXPERIENCE

NY RACING (NASCAR) — Sponsorship ROI Extern, IE Extern Program | Apr 2026 – Jun 2026

Remote

- Analysed sponsorship performance data for a NASCAR racing team across an 8-week structured externship, translating brand exposure metrics into ROI recommendations for commercial decision-making.
- Built data visualizations and reporting to communicate sponsorship value to commercial stakeholders.

Skills applied: Sponsorship and brand analytics · ROI and exposure valuation · data visualization (Tableau) · sports analytics — motorsport · analytical reporting in English

WAME SPORTS — Business Development Intern | Jan 2025 – Jul 2025

Madrid, Spain

- Conducted structured competitive analysis across 10+ sports-tech platforms — market research, source verification and feature benchmarking — generating insights that directly informed product positioning and competition design decisions.
- Managed content operations and player datasets within the platform: data cleaning, validation and consistency checks across profiles and workflows for a growing user base.

Skills applied: Web research and competitive benchmarking · data quality, validation and consistency checks · sports performance data · product and content operations

FOOTBALL AGENT OPERATIONS — Regulatory & Compliance Intern | Jan 2024 – Jun 2024

Madrid, Spain

- Supported regulatory consulting processes for registered football agents within the Spanish association, including case reviews and compliance documentation verified against federation rules.
- Prepared advisory reports used in agent management decisions, building working knowledge of football industry regulation in Spain.

Skills applied: Fact-checking and source verification against primary regulation · technical and advisory writing (Spanish) · rule-based case review · football domain expertise

ACCIONA OPEN DE ESPAÑA (GOLF) — Sports Economics & Impact Intern | Nov 2024

Madrid, Spain

- Organised, cleaned and structured datasets across tourism, hospitality and commerce spending categories for the tournament's economic impact study on Madrid, supporting quantitative analysis and reporting.

Skills applied: Data preparation and cleaning (Excel) · quantitative and statistical analysis · economic impact estimation · sports domain expertise — golf

- Managed real-time content and live match statistics across LDU’s official website and app for 20+ fixtures, verifying accuracy under time pressure and improving media response time and fan engagement.
 - Supported product and app operations, contributing to UX and content optimization initiatives that improved update speed and platform usability.
 - Coordinated brand activation campaigns with LDU players, liaising directly with sponsors and overseeing on-site execution against brand guidelines.
- Skills applied:** Live sports data and performance metrics — football/soccer · real-time fact-checking under deadline · bilingual ES-EN content and localization · content editing and proofreading · brand and sponsorship activation

EDUCATION

IE BUSINESS SCHOOL — Master’s in Digital Business & Innovation | Sep 2025 – Jul 2026
Madrid, Spain | AI-Powered Business Analytics Track

Coursework: Predictive Analytics, Advanced Machine Learning, AI Algorithms, Data Visualization, Chatbots & Agents, Tech Sales, Business Technology Management.

UNIVERSIDAD EUROPEA DE MADRID — Bachelor’s Degree in Sports Management | Sep 2021 – Jun 2025
Madrid, Spain

Final thesis: Spot Me — eSports Sponsorship Marketplace. Designed and developed a full business plan for a digital marketplace connecting professional eSports players with brand sponsors.

LANGUAGES

Spanish — Native (Ecuador & Spain) · English — Professional working proficiency (C1)

CORE SKILLS

- LLM evaluation and red-teaming
- Model output comparison, ranking and rubric-based scoring
- Data annotation and labeling against defined criteria (objective / timeless / verifiable)
- Prompt engineering and RAG for domain-specific knowledge bases
- Data analysis: Python, pandas, SQL, Excel
- Statistics, probability and experiment design (A/B testing)
- Machine learning: supervised and unsupervised (scikit-learn)
- Data visualization: Tableau, Power BI, Matplotlib
- Sports analytics: performance metrics, advanced stats, competition data
- Sponsorship and brand analytics: ROI measurement, exposure and media value
- Sports domain expertise: football/soccer, basketball, tennis, golf, motorsport
- Bilingual: Spanish (native — Ecuador & Spain) / English (C1)
- Translation and localization ES-EN
- Technical writing, fact-checking and source verification

ADDITIONAL

- Member, Sports Analytics Club — IE Business School
- Attendee, SportsPro Madrid 2024 — annual sports business and technology summit
- Volunteer, Mutua Madrid Open (ATP/WTB, 2021) and Movistar Media Maratón (2021)