

TRAFTON O'BRIEN

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EXPERIENCE

CHICAGO CUBS, *Corporate Partnerships Intern*, Chicago, IL

May 2026 - Present

- Support activation and fulfillment across 50+ corporate partner relationships, coordinating game-day events, hospitality, ticketing, signage, and sponsorship asset execution.
- Create recap decks and proof-of-performance materials documenting partner activations, hospitality events, signage delivery, and fulfilled sponsorship assets.

DIAMOND HITTING DEVELOPMENT, *Player Development & Performance Systems Intern*, Remote

December 2025 - February 2026

- Built a 2,675-line R pipeline integrating Rapsodo, Blast Motion, and 4D Motion data into unified swing-level datasets through timestamp and athlete ID standardization.
- Engineered Shiny dashboards translating swing metrics into session-by-session trends, rolling progress views, and coach-facing player development visuals.
- Designed a roster valuation model benchmarking athlete metrics against MLB standards to price specific skills and simulate roster construction under budget constraints.

PLAYFLY SPORTS, *Partnerships and Marketing Intern*, Chicago, IL

June 2025 - August 2025

- Supported PepsiCo activation and Gatorade youth programming through Paragon Sports Marketing, coordinating campus activations, product sampling, and merchandise giveaways.
- Facilitated partnership coverage between Major League Baseball and ESPN high school platforms for MLB Draft/prospect content, generating 1.1M impressions across 7 posts.

OHBEE DESIGN, *Owner and Operator*

May 2023 - Present

- Founded and operate a sports graphic design business serving 22 clients and generating 10.4M + impressions over three months, including MLB Fits and SportsCenter Next commitment announcement work.

PROJECTS

BABSON BASEBALL ANALYTICS PLATFORM, *Babson College Baseball*

January 2026 - Present

- Architected a full stack baseball analytics platform using Supabase, and PostgreSQL to unify pitch level charting, Trackman data, and NCAA datasets.
- Built proprietary Pitching+, Command+, and Stuff+, and Pitch Accuracy models to support player development, scouting, and performance trend analysis.
- Automated data workflows with LLM assisted development, reusable parsing modules, and a custom R package for Trackman PDFs and NCAA data ingestion.

SKILLS

- **Technical Skills:** R, R Shiny, Supabase, 4D Motion, Microsoft Office
- **AI Workflows:** LLM assisted development, AI agent workflows, prompt engineering, structured data extraction, PDF parsing automation, code generation/refactoring

EDUCATION

BABSON COLLEGE, SCHOOL OF BUSINESS

Wellesley, MA

Candidate for Bachelor of Business Administration - BBA

Expected May 2028

Concentration in Sports Management and Business Analytics | 3.71 GPA

Varsity Baseball Player | Student-Athlete Advisory Committee | Babson Sports Business Society

PUBLISHED WORK

Independent baseball analytics research on player evaluation, pitch design, and hitter development, including:

- [Pitch Design, Advanced Metrics, and Undervalued Pitchers in Baseball](#)
- [What's Wrong With Marcelo Mayer \(And Why It's Fixable\)](#)
- [Learning to Miss Better | Designing a Pitch Command System](#)
- [How Much Do Umpires Really Cost Hitters? Quantifying the Strike Zone with ABS](#)