

Jacob McClelland

APPLIED AI & AUTOMATION SPECIALIST · COMPUTATIONAL LINGUIST

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Computational linguist and applied AI specialist. I build AI systems that produce readable, well-toned writing grounded in verified data, with automated checks and human review where it matters. M.A. in computational semantics; AI consulting and development since 2023 across sports analytics, professional practices and model evaluation for Snorkel AI.

CORE SKILLS

AI use-case discovery

Requirements gathering with non-technical owners, process analysis, scoped solutions

Responsible AI

Source grounding, output validation, failure testing, human-in-the-loop review, data governance

Knowledge management

Structured knowledge bases, taxonomies, reference data, versioned documentation

AI agents and automation

Prompt and context engineering, multi-step workflows, conditional logic, personalization, Python, SQL, APIs

Evaluation

Test sets, rubrics, blind hold-out scoring, side-by-side pipeline comparisons, success metrics for AI workflows

Adoption and communication

Training non-technical users, writing for multiple audiences, stakeholder briefings

Methods: structured grounding for LLM output, confidence-based review routing, data lineage and append-safe loading, AI-assisted development with review gates

Tools: Claude and Claude Code, OpenAI GPT and Codex, Google Gemini, TwelveLabs · Python, SQL, PostgreSQL · AWS (RDS, Lambda, S3), Terraform · Firebase, Firestore, Google Apps Script · GitHub

EXPERIENCE

AI & Data Systems Builder (Contract)

Apr 2026 – Sep 2026

PIRlo, The Captains Agency · Remote · pirlosoccer.com/showcase

Soccer player-analytics startup producing individual player reports for players, families and coaches.

- Designed an AI report writer that works only from computed findings and reference data. An automated check blocks any figure missing from the source data, a second model flags unsupported claims, and failures route to a person.
- Built the database-driven report system behind a public showcase of 138 player profiles across 8 teams, generating and storing more than 2,000 AI-written youth player reports and several hundred professional reports, rendered on demand, and delivered sample reports to prospective club customers.
- Tuned narrative voice for player and coach audiences over many review cycles, cutting numbers in the prose from about 20 to 4–6 so reports read clearly while charts carried the detail, without loosening grounding checks.
- Translated a non-technical founder's player-evaluation methodology into a working data pipeline, and absorbed four methodology changes without data loss by keeping ingestion, cohort and scoring logic in separate layers.
- Built lineage-tracked, append-safe data ingestion on AWS (PostgreSQL, Lambda, S3, Terraform): every load recorded with row counts and content hashes, duplicate loads blocked, and audits required before data reached a report.
- Designed a human-in-the-loop review system for sports video analytics. Uncertain player and ball positions are shown to reviewers as quick choices, and every answer is captured to build steadily more reliable analysis tools, adding certainty over time rather than letting computer vision guess.

AI Training and Evaluation Contractor

Mar 2025 – Present

Snorkel AI · Remote

- Wrote graduate-level linguistics benchmark questions designed to expose gaps in model reasoning.
- Wrote detailed system prompts, around 1,500 words each, simulating real business workflows with state tracking, cascading calculations, conditional logic and strict format rules.
- Ran adversarial multi-turn conversations that drove frontier models to verifiable instruction-following failures, documenting each with a summary, pass/fail rubric, ideal response and root-cause analysis for model training.
- Built reusable testing playbooks, including a failure taxonomy, rubric patterns of up to 250 items, and conversation strategies, packaged as shareable AI skills.

Independent Consultant

2020 – Present

Creative by Jake · Lakewood, CO

Marketing and content consulting since 2020; AI and automation consulting since 2023.

- **Two private therapy practices:** built AI tools for clinical documentation, client intake replies and treatment planning that both clinicians use in daily practice, and trained one clinician to maintain and extend his tools independently.
- **US Mobile Medics:** ran a several-month, AI-assisted marketing launch campaign for a mobile IV therapy business, including daily social content.
- **Wild Corgi Pub:** built a customer-facing whiskey recommender used by customers and staff, reworking a vector-search prototype into a lightweight clustered knowledge file that ran without outside hosting.

Founder & Operator

2016 – Present

All-In Poker Club · Denver, CO · all-in-poker-e2914.web.app

- Took over a weekly bar game in 2016 and grew it into a league running weekly events at two partner venues, with events of up to 71 players.
- Replaced an early Google Apps Script system with a Firebase and Firestore web app for RSVP, check-in, live standings and announcements, with venue invoices generated from attendance data.
- Automated themed event marketing and season standings with AI tools.

SELECTED WORK

Evidence-grounded player reports

AI-written reports for players and coaches, checked against source data before delivery.

pirlosoccer.com/showcase

All-In Poker Club app

RSVP, check-in, live standings and attendance-based invoicing for a weekly league at two venues.

all-in-poker-e2914.web.app

Fantasy sports narrative reports

(prototype)

Roster-specific reports grounded in computed findings, in review with a small group of league players.

ADDITIONAL EXPERIENCE

Bartender, Wild Corgi Pub · Denver, CO

2020 – Present

Technical Writer, Tolin Mechanical Systems · Safety, onboarding and procedure documentation; shop inventory

2014 – 2015

Electrician, residential and commercial

2004 – 2010, 2015 – 2019

EDUCATION

M.A. Linguistics, Computational Semantics · University of Colorado Boulder · 2021

Research: anomaly detection for semantic drift in pandemic-era Twitter data.

B.A. Linguistics, magna cum laude; minor in Chicano Studies · Metropolitan State University of Denver · 2015

Publication: "A Brief Survey of Anglicisms among Spanish Dialects," CRIL 2021 Proceedings.

Recognition: AI Advantage Community Innovation Recognition Award, 2024, for a chatbot debugging tool.