JUSTIN NAPOLITANO

Data strategist specializing in the design and implementation of cloud-based analytics workflows. Eager to tackle new challenges and engineer innovative solutions.

CONTACT

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- Houston, Texas
- justin-napolitano
- justin-napolitano

EDUCATION

BA, Political Science — **Aug 2018**
University of Central Florida — *Orlando, Florida*

TECHNICAL PROFICIENCY

Data Platforms
BigQuery ●●●●●
Treasure Data CDP ●●●○○
Snowflake ●●●○○

Cloud Providers
Azure ●●●○○
GCP ●●●○○
AWS ●●●○○

Analytical Tools
SQL ●●●●●
Python ●●●●○
SAS ●●●○○
SPSS ●●●○

AI Development
OpenAI ●●●●○
Azure AI ●●●●○
RAG Application Design ●●●○○

STRATEGIC IMPACT

Executive Engagement
Data-Driven Decision Making
Business Intelligence   Project Leadership
Executive Education

DIGITAL STRATEGY EXPERTISE

SEO   CDP Development   Web Traffic
Customer Segmentation   E-commerce
Targeted Advertising   Customer Journey
Digital Subscriptions   Email Marketing
Social Media   Syndication

EXPERIENCE

Analytics Engineer — **April 2023 — April 2024**
Penske Media Corporation — *LA, California (remote)*

- Engineered fine-tuned LLM applications deployed to Azure to support generative AI integrations in WordPress.
- Architected end-to-end SEO analytics workflows in GCP to forecast organic performance using first-party web data, second-party demographic data, and historical trends.
- Strategized with senior executives to determine subscription strategies at Rolling Stone, Billboard, and Variety.

Digital Media Analyst — **April 2022 — April 2023**
Penske Media Corporation — *LA, California (remote)*

- Created standardized reporting for Billboard Español to determine publishing strategy in key regional markets.
- Determined revenue channels to target for Rolling Stone to meet financial goals.
- Steered the adoption of artificial intelligence in publishing by collaborating with senior executives to analyze business cases for generative AI development.

Freelance Work — **May 2021 — April 2022**
BTJN, LLC — *Houston, Texas*

- Optimized marketing strategy by developing CDP platforms to identify valuable potential customers.
- Improved analysis pipeline efficiency by migrating legacy systems to GCP.
- Automated email marketing initiatives to advance targeted newsletters.

Research Assistant — **Jan 2018 — Aug 2019**
University of Central Florida — *Orlando, Florida*

- Identified regional socioeconomic features correlated with higher investment risks in developing regions.
- Reviewed the feasibility of proposed hydroelectric developments in developing regions and their impact on local populations.
- Prepared a presentation that was peer-reviewed at the Peace Science Conference at the Hague.

DIGITAL ANALYTICS TOOLBOX

Google Analytics   Google Search Console   SEMrush   Zuora   Piano
Swoogo   Comscore   Shareablee   Hotjar   Cxense   CDS Global   Moz
Dun & Bradstreet

PUBLICATIONS

Turkish Kurdish Analysis Database

📖 *Peace Economics, Peace Science and Public Policy vol 25, no. 4, pp. 36*

👥 *Demet Mousseau, **Justin Napolitano**, Alex Olson*

📅 *2019*   🔗 *DOI*