

# JUSTIN NAPOLITANO

BI Developer. Audience Marketing Expert. Customer Segmentation Analyst

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**Trust for Public Land,**

I am writing to apply for the Business Intelligence Developer position at Trust for Public Land.

I want to begin this letter by stating that I believe in upholding rigor, acting according to principle, and ensuring impartial analysis backed by valid data.

My first professional role was as a Research Assistant at the University of Central Florida. I collaborated with Dr. Demet Mousseau to develop an event-level database of human rights violations committed by any actor of the Turkish-Kurdish Conflict. My role required that I build a matrix of human rights law provisions to enable a rotating team of research assistants to accurately and impartially code violations. I systematized the data verification procedures and scripted the data cleaning methodology. I have had a passion to produce work to progress social initiatives that I care about that has since been unfulfilled.

In my most recent role as a media strategist and analytics engineer at Penske Media Corporation, I developed comprehensive reporting infrastructure for the audience marketing, subscription, editorial, and SEO teams. I focused on integrating massive amounts of data into pragmatic reporting solutions. I met daily with core stakeholders to strategically guide responses to audience signals uncovered within our data streams.

I am most familiar with GCP, but I have also built comprehensive solutions in Azure and AWS. I am proficient in SQL dialects unique to BigQuery, Snowflake, MySQL, and PostgreSQL. I know Python and Julia well enough to clean and analyze data at scale. I can also work with SAS and SPSS statistical software.

That said, data and tech are tools that inform decision-making and reduce operational friction. Valid analysis requires rigorous planning and a commitment to impartiality. Ultimately, data initiatives succeed when data professionals surrender themselves to transparency and neutrality. I am dedicated to upholding this standard. I believe I will be an asset to the philanthropy team. Please consider my application.

Sincerely,

Justin Napolitano