

JUSTIN NAPOLITANO

Data strategist specializing in the design and implementation of cloud-based analytics workflows.

CONTACT

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

EDUCATION

BA, Political Science

Aug 2018

University of Central Florida

Orlando, Florida

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

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

EXPERIENCE

Analytics Engineer

Apr 2023 — Apr 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

Apr 2022 — Apr 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