

JUSTIN NAPOLITANO

Data Engineering | Data Analysis

CONTACT

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EDUCATION

- BA, Political Science** August 2017
University of Central Florida
- Statistics Specialization** August 2018
University of Central Florida
- Python 3 Specialization** January 2020
University of Michigan

QUALIFICATIONS

1 dot = 1 year of experience

Lakehouses

- BigQuery ●●●●●●
- Treasure Data CDP ●●●●●●
- Snowflake ●●●●●●

Cloud Compute

- GCP ●●●●●●
- Azure ●●●●●●
- AWS ●●●●●●

Data Science Platforms

- SQL ●●●●●●
- Python ●●●●●●
- Julia ●●●●●●
- SAS ●●●●●●
- SPSS ●●●●●●
- R ●●●●●●

BI and Data Viz

- Excel ●●●●●●
- Matplotlib ●●●●●●
- Leaflet ●●●●●●
- Seaborn ●●●●●●
- Looker ●●●●●●
- Plotly ●●●●●●

Graph Analysis

- NetworkX ●●●●●●
- Neo4j ●●●●●●

Algorithms and Statistics

- Seasonal Forecasting ●●●●●●
- (Non-) Parametric Testing ●●●●●●
- Topic Modeling ●●●●●●

AI Development

- Retrieval Aug. Generation ●●●●●●
- Agentic Model Design ●●●●●●

EXPERIENCE

Data Engineer April 2023 – April 2024
Penske Media Corporation LA, California

- Conducted comprehensive evaluations of 6 AI and data vendors to assess their technical capabilities, cost efficiency, and alignment with business objectives to steer \$5 million in AI investments.
- Fine-tuned large language models to achieve a 10% improvement in generative AI model performance evaluated by qualitative survey data.
- Developed 12 organization-wide reporting workflows that identified key news cycle trends related to 90 market and publishing verticals across 25 major news organizations.

Analytics Engineer April 2022 – April 2023
Penske Media Corporation LA, California

- Improved audience marketing effectiveness with data-driven models resulting in a 5% increase in subscription conversion rates through advanced KPI reporting deployed to GCP.
- Optimized subscription retention strategy with Treasure Data CDP and first-party data modeling consisting of over 150 factors and billions of records by increasing subscriber engagement with content by 8%.
- Provided strategic content and audience marketing guidance to the executives leading 25 national brands – including Rolling Stone and Billboard – generating nearly \$1 billion in annual revenue.

Independent Data Consultant Jan 2020 – April 2022
BTJN Houston, Texas

- Optimized marketing strategy by implementing 2 customer data platforms to effectively target roughly 2 million high-value potential customers.
- Enhanced analysis pipeline efficiency by migrating 3 legacy systems to Google Cloud Platform (GCP) resulting in greater than 100% improvement in data processing speeds.
- Automated email marketing initiatives that resulted in converting 10% of 5,000 cold leads to clients.

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

- Created an international human rights law rubric consisting of statutes sourced from every major international treaty pertaining to the rights of individuals to enable research assistants to accurately code 100's of cross-referenced systemic abuses against civilians.
- Developed the data coding procedures and management methods to lead a 5-person data team to successfully construct a MySQL database that was later open-sourced to permit transparent research into human rights violations.
- Published an analysis of abuses against women and children distributed by De Gruyter and presented at the International Criminal Court at The Hague to leaders in international human rights law.

PUBLICATIONS

- Turkish Kurdish Analysis Database**
📖 Peace Economics, Peace Science and Public Policy vol 25, no. 4, pp. 36
- 👤 Demet Mousseau, **Justin Napolitano**, Alex Olson
- 🔗 doi.org/10.1515/peps-2019-0036