

# JUSTIN NAPOLITANO

Analytics Engineer specializing in the design and implementation of end-to-end analytics solutions. Eager to tackle new challenges and create cool things



## CONTACT

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- justin-napolitano
- justin-napolitano

## EDUCATION

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

## TECHNICAL SKILLS

Data and Analysis Tools

SQL/Query Languages

Python

Pandas

PySpark

SAS (Statistical Analysis System)

SPSS

GenAI and LLMs

ChatGPT API

Model Tuning

Azure AI Services

Vector Databases

RAG Application Development

Data Platforms

BigQuery

Snowflake

Treasure Data

Clouds

Azure

GCloud

AWS

## PLATFORMS

Google Analytics

Google Search Console

Semrush

Zuora

Piano

Swoogo

Comscore

Shareablee

## DIGITAL MEDIA EXPERIENCE

SEO

CDP Development

Web Traffic

Customer Segmentation

Ecommerce

Targeted Advertising

Customer Journeys

## STRATEGIC PROJECT LEADERSHIP

Stakeholder Management

Project Scoping

Executive Communications

Vendor Evaluation

## 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 an end-to-end SEO analytics workflow by enhancing google search console data with web traffic behavior, third party data, and internal business logic to enable delivery of periodic audits and algorithm update debriefs to all brands in the Penske portfolio.
- Enriched Zuora and Piano subscriber data with demographic and web behavior data in order to adapt subscription pricing and targeted advertising campaign strategies for each Penske subscription brand.

Digital Media Analyst

April 2022 — April 2023

Penske Media Corporation

LA, California (remote)

- Created standardized reporting in Looker Studio for the directors of Billboard Espanol to detail performance in key regional markets and metros.
- Worked directly with the editor-in-chief of Rollingstone to build Looker dashboards to improve content strategies by revenue channel.
- Maintained Comscore reporting that was distributed across all brands in the Penske portfolio to enable leadership to adapt to consumer demand monthly.
- Analyzed business cases for senior leadership including the C-Suite to determine corporate subscription, publishing, and SEO strategy.

Marketing Analyst

May 2021 — April 2022

Social Safety Initiative Contract

Houston, Texas

- Optimized marketing strategy by identifying 25,000 most valuable potential customers out of over 300,000.
- Created graph database to analyze personal customer characteristics that correlate with higher returns on investment.
- Improved analysis pipeline efficiency by integrating data with PySpark and Google Drive API from a Neo4j warehouse.

Research Assistant

Jan 2018 — Aug 2019

University of Central Florida

Orlando, Florida

- Identified regional socioeconomic features correlated with higher investment risks.
- Reviewed feasibility of Turkish government proposals to develop hydroelectric plants in underdeveloped regions.
- Developed international law frame work from primary sources to reveal governmental criminal activity which could result in economic sanctions.
- Prepared publication presentation peer reviewed at the Peace Science Conference at the Hague, Switzerland.

## 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