JUSTIN NAPOLITANO

Collaborative Data and Analytics Engineer Dedicated to Building Rigorous Analytic Workflows

CONTACT

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EDUCATION

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

TECHNICAL SKILLSET

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

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

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

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

CORE PROFICIENCES

Business Intelligence · Data Engineering · Stakeholder Education · Data Visualization · Executive Engagement · Vendor Evaluation

DIGITAL STRATEGY EXPERTISE

Search Engine Optimization · Social Media · CDP Development · Syndication Strategy · Customer Segmentation · Traffic Analysis · Targeted Advertising · Customer Journeys · Digital Subscriptions · Email Marketing

DIGITAL ANALYTICS TOOLBOX

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

EXPERIENCE

Data Engineer & AI Analyst — **April 2023 — April 2024**
Penske Media Corporation — *LA, California (remote)*

- Conducted comprehensive evaluations of AI and data vendors to assess their technical capabilities, cost efficiency, and alignment with business objectives in order to inform executive decision-making.
- Engineered and fine-tuned large language model (LLM) applications deployed on Azure to support generative AI integrations within WordPress.
- Identified AI-driven business opportunities by collaborating with executives and editors to inform strategic shifts in content creation and distribution.

Media Strategist & Analytics Engineer — **April 2022 — April 2023**
Penske Media Corporation — *LA, California (remote)*

- Established key performance indicators (KPIs) for audience marketing and subscriptions teams, developed an extensive reporting infrastructure in Google Cloud Platform (GCP), and provided executive-level training on their implementation and analysis.
- Collaborated with the Chief Editors of Rolling Stone, Fairchild Media, and Billboard Español to develop and refine social media, SEO, and publishing roadmaps.
- Acted as the lead liaison between the data and SEO teams, built robust reporting workflows to uncover news cycle trends, and advised the SEO team upon the impact of algorithm changes across the Penske portfolio.

Independent Consulting — **May 2021 — April 2022**
BTJN, LLC — *Houston, Texas*

- Optimized marketing strategy by developing and implementing Customer Data Platforms (CDP) to accurately identify and target high-value potential customers.
- Enhanced analysis pipeline efficiency by migrating legacy systems to Google Cloud Platform (GCP) resulting in improved data processing speeds and reduced operational costs.
- Automated email marketing initiatives, leveraged data-driven insights to create and distribute highly targeted newsletters, increased customer engagement and conversion rates.

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

- Led a data team to track and document human rights abuses against civilians in conflict zones maintaining rigorous standards for accuracy and completeness.
- Developed an international human rights law rubric based on international treaties to enable research assistants to systematically code and analyze abuses.
- Prepared studies uncovering novel findings of abuse against women presented at The Hague and subsequently published by De Gruyter.

PUBLICATIONS

Turkish Kurdish Analysis Database

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

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doi.org/10.1515/peps-2019-0036