

# JUSTIN NAPOLITANO

Data strategist specializing in the design and implementation of cloud-based analytics workflows. Eager to tackle new challenges and engineer innovative solutions.



## CONTACT

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- justin-napolitano
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## 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 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 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 April 2022 — April 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

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