JUSTIN NAPOLITANO

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

CONTACT

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+1-832-446-8685

justin-napolitano

in justin-napolitano

EDUCATION

BA, Political Science Aug 2018

University of Central Florida Orlando, Florida

STRATEGIC IMPACT

Executive Engagement

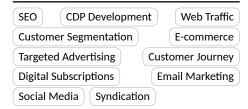
Data-Driven Decision Making

Business Intelligence

Executive Education

Project Leadership

DIGITAL STRATEGY EXPERTISE



TECHNICAL PROFICIENCY

Data Platforms

BigQuery
Treasure Data CDP
Snowflake
Cloud Providers

Azure

GCP ••••

Analytical Tools

SQL
Python
SAS
SPSS

AI Development

OpenAl
Azure Al
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 Al 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