

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 PROFICIENCIES

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

DIGITAL STRATEGY EXPERTISE

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

DIGITAL ANALYTICS TOOLBOX

Google Analytics
SEMrush
Comscore
CDS Global
Google Search Console
Zuora
Shareablee
Moz
Piano
Hotjar
Swoogo
Cxense
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
Demet Mousseau, Justin Napolitano, Alex Olson
doi.org/10.1515/peps-2019-0036