JUSTIN NAPOLITANO

be sincere | do cool stuff | stay curious

CONTACT

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EDUCATION

Political Science — August 2017
University of Central Florida

Computational Statistics — August 2018
University of Central Florida

Python 3 Specialization — January 2020
University of Michigan

QUALIFICATIONS

1 dot = 1 year of experience

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

Cloud Compute
- GCP ●●●●●
- Azure ●●●●○
- AWS ●●●○○

Data Science Platforms
- SQL ●●●●●
- Python ●●●●●
- Julia ●●●●○
- SAS ●●●●○
- SPSS ●●●●○
- R ●●●○○

BI and Data Viz
- Matplotlib ●●●●●
- leaflet ●●●●●
- Seaborn ●●●●●
- Looker ●●●●○
- Plotly ●●●○○

Graph Analysis
- NetworkX ●●●●●
- Neo4j ●●●●●

Algorithms and Statistics
- Sarima ●●●●●
- (Non-) Parametric Testing ●●●●●
- XgBoost ●●●○○
- K Nearest Neighbor ●●●○○

AI Development
- Retrieval Aug. Generation ●●●●●

EXPERIENCE

Data Engineer — **April 2023 — April 2024**
Penske Media Corporation — *LA, California*

- Conducted comprehensive evaluations of AI and data vendors to assess their technical capabilities, cost efficiency, and alignment with business objectives to steer AI adoption and strategy.
- Engineered and fine-tuned large language model (LLM) applications deployed to Azure to support generative AI integrations within WordPress.
- Developed topic modeling workflows to analyze and categorize content, enabling data-driven insights for strategic editorial and business initiatives.

Analytics Engineer — **April 2022 — April 2023**
Penske Media Corporation — *LA, California*

- Designed and implemented key performance indicators (KPIs) for audience marketing and subscriptions teams, enabling data-driven strategies through an advanced reporting infrastructure in Google Cloud Platform (GCP). Delivered executive training to drive adoption and insightful analysis.
- Partnered with Chief Editors of Rolling Stone, Fairchild Media, and Billboard Español to shape effective social media, SEO, and publishing strategies, aligning content with audience engagement goals.
- Led cross-functional collaboration between data and SEO teams to develop reporting workflows that identified key news cycle trends and provided strategic guidance on navigating algorithm changes across the Penske portfolio.

Independent Data Consultant — **Jan 2020 — April 2022**
BTJN — *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, ensuring high standards of accuracy and completeness.
- Created an international human rights law rubric, grounded in international treaties, to facilitate systematic coding and analysis of abuses by research assistants.
- Conducted studies revealing novel findings on abuses against women, presented at The Hague and 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*