

# JUSTIN NAPOLITANO

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



## CONTACT

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- linkedin.com/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
- 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

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

- Engineered and fine-tuned large language model (LLM) applications deployed on Azure to support generative AI integrations within WordPress.
- Analyzed generative AI business cases by forecasting potential earnings, balancing these projections against technical maintenance and vendor costs.
- Conducted comprehensive evaluations of AI and data vendors, assessing their technical capabilities, cost efficiency, and alignment with business objectives to inform strategic decisions.

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 a comprehensive 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 strategies.
- Acted as the lead liaison between the data and SEO teams, built comprehensive reporting stacks, and trained analysts on its usage and insights.

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, leveraging data-driven insights to create and distribute highly targeted newsletters, increasing customer engagement and conversion rates.

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

- Led a data project 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 enabling research assistants to systematically code and analyze violations.
- Prepared reports presented at the Peace Science Conference at The Hague with subsequent publication 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
  - 2019