JUSTIN NAPOLITANO

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



CONTACT

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EDUCATION

BA, Political Science Aug 2018

University of Central Florida Orlando, Florida

TECHNICAL PROFICIENCY

Data Platforms

BigQuery Treasure Data CDP Snowflake

Cloud Providers

GCP Azure

AWS

Analytical Tools

SQL

Python

SAS SPSS

AI Development

OpenAl

Azure Al RAG Application Design

CTD 4TF C1C IN 4D 4 CT

STRATEGIC IMPACT

Executive Engagement

Data-Driven Decision Making

Business Intelligence

Executive Education

Project Leadership

DIGITAL STRATEGY EXPERTISE

SEO CDP Development Web Traffic
Customer Segmentation E-commerce
Targeted Advertising Customer Journey
Digital Subscriptions Email Marketing
Social Media Syndication

DIGITAL ANALYTICS TOOLBOX

Google Analytics Google Search Console
SEMrush Zuora Piano Swoogo
Comscore Shareablee Hotjar Cxense
CDS Global Moz Dun & Bradstreet

EXPERIENCE

Data & Al 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

Pemet Mousseau, Justin Napolitano, Alex Olson

% doi.org/10.1515/peps-2019-0036

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