# JUSTIN NAPOLITANO

Data strategist specializing in the design and implementation of cloud based analytics workflows. Eager to tackle new challenges and engineer innovative solutions.

## 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*
- **Azure** ●●●○○
- **GCP** ●●●○○
- **AWS** ●●●○○

*Analytical Tools*
- **SQL** ●●●●●
- **Python** ●●●●○
- **SAS** ●●●○○
- **SPSS** ●●●○○

*AI Development*
- **OpenAI** ●●●●○
- **Azure AI** ●●●●○
- **RAG Application Design** ●●●○○

## STRATEGIC IMPACT

Executive Engagement
Data-Driven Decision Making
Business Intelligence  Project Leadership
Executive Education

## DIGITAL STRATEGY EXPERTISE

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

## EXPERIENCE

**Analytics Engineer** — **April 2023 — April 2024**
*Penske Media Corporation* — *LA, California (remote)*
- Engineered fine-tuned LLM applications deployed to Azure to support generative AI integrations in WordPress.
- Architected end-to-end SEO analytics workflows in GCP to forecast organic performance with first party web data, second party demographic data, and historical trends.
- Strategized with senior executives to determine subscription strategy at Rolling Stone, Billboard, and Variety.

**Digital Media Analyst** — **April 2022 — April 2023**
*Penske Media Corporation* — *LA, California (remote)*
- Created standardized reporting for Billboard Espanol to determine publishing strategy in key regional markets.
- Determined revenue channels to target in order for Rolling Stone to meet financial goals.
- Steered adoption of artificial intelligence in publishing by collaborating with senior executives to analyze businesses 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 moving legacy systems to GCP.
- Automated email marketing initiatives to forward targeted newsletters.

**Research Assistant** — **Jan 2018 — Aug 2019**
*University of Central Florida* — *Orlando, Florida*
- Identified regional socioeconomic features correlated with higher investment risks within Turkey.
- Reviewed feasibility of proposed hydroelectric development across developing regions and their possible impact on local populations.
- Prepared presentation 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
📅 *2019*    🔗 *DOI*