

# 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  
Computational Statistics Aug 2019  
University of Central Florida Orlando, Florida  
Python 3 Specialization January 2020  
University of Michigan

QUALIFICATIONS

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

- OpenAI Service Wrapping
- RAG Application Development

\*Nix Systems and Automation

- Linux & BSD
- Bash

◦ 1 dot = 1 year of experience

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 steer corporate strategy.
- 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