JUSTIN NAPOLITANO

Collaborative Data Driven Strategist Experienced in Human Rights Research and OSINT Data Collection

CONTACT

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EDUCATION

BA, Political Science **Aug 2018**
University of Central Florida *Orlando, Florida*

TECHNICAL SKILL SET

Data Platforms
BigQuery ●●●●●
Treasure Data CDP ●●●○○
Snowflake ●●●○○

Cloud Providers
GCP ●●●●●
Azure ●●●○○
AWS ●●●○○

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

Data Development
API Development ●●●●●
Data Mining ●●●●●
Database Management ●●●○○

CORE PROFICIENCES

OSINT | Human Rights Law
Data Engineering | Executive Engagement
Vendor Evaluation | Big Data Analysis

HUMAN RIGHTS LAW EXPERIENCE

Published Researcher
Developed Human Rights Law Framework
Data Driven Legal Research

DIGITAL ANALYTICS TOOLBOX

Python OSINT Tools | Workflow Automation
Behavioral Data Modelling | UN Data Mining
Data Visualization | Data Segmentation
Individualized Knowledge Graphs
Socioeconomic Modelling

EXPERIENCE

Data & AI Strategist **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 inform executive decision-making.
- Identified AI-driven business opportunities by collaborating with executives and editors to inform strategic shifts in content creation and distribution.
- Engineered and fine-tuned large language model (LLM) applications deployed on Azure to support generative AI integrations within WordPress.

Media Analyst & 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 executives upon the impact of segmented consumer behavior.

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 OSINT 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*