JUSTIN NAPOLITANO

Collaborative Analyst and Data Engineer Dedicated to Rigor and Validity

CONTACT

- ✉ personal.jnapolitano@gmail.com
- ☎ 832-446-8685
- ⌂ jnapolitano.com
- ○ github.com/justin-napolitano
- in linkedin.com/in/justin-napolitano

EDUCATION

BA, Political Science   **Aug 2018**

University of Central Florida   *Orlando, Florida*

TECHNICAL SKILLSET

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

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

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

Data Visualization
Looker   ●●●●●
Seaborn   ●●●○○
GeoPandas   ●●●○○
Matplotlib   ●●●○○

CORE PROFICIENCIES

| Data Engineering | Big Data Analysis |
| Workflow Automation | Data Visualization |

RESEARCH EXPERIENCE

| Published by DeGruyter | Human Rights Law |
| U.S. Supreme Court Jurisprudence |
| Judicial Behavior | Consumer Behavior |
| Voter Behavior | Socioeconomic Analysis |

DIGITAL STRATEGY EXPERTISE

| Search Engine Optimization |
| Social Media | Customer Data Platforms |
| Targeted Advertising | Digital Subscriptions |
| Customer Segmentation |

EXPERIENCE

Data Engineer & AI Analyst   **April 2023 — April 2024**

Penske Media Corporation   *LA, California (remote)*

- Identified AI-driven business opportunities by collaborating with executives and editors to inform strategic shifts in content creation and distribution.
- 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.
- 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)*

- Collaborated with the Chief Editors of Rolling Stone to steer and refine political content, social media coverage, and SEO strategies.
- 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.
- 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*