JUSTIN NAPOLITANO

Data | Analytics

CONTACT

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EDUCATION

BA, Political Science August 2017
University of Central Florida

Statistics Specialization August 2018
University of Central Florida

Python 3 Specialization January 2020
University of Michigan

QUALIFICATIONS

1 dot = 1 year of experience

Lakehouses
BigQuery	●●●●●
Snowflake	●●●○○
Treasure Data CDP	●●●○○

Cloud Compute
GCP	●●●●●
Azure	●●●○○
AWS	●●●○○

Data Science Platforms
SQL	●●●●●
Python	●●●●●
Julia	●●●●●
Jupyter	●●●●●
SAS	●●●○○
SPSS	●●●○○
R	●●●○○

BI and Data Viz
Excel	●●●●●
Matplotlib	●●●●●
Leaflet	●●●●●
Seaborn	●●●●●
Looker	●●●○○
Plotly	●●●○○
PowerBI	●●○○○

Graph Analysis
NetworkX	●●●●●
Neo4j	●●●●●

Algorithms and Statistics
Seasonal Forecasting	●●●●●
(Non-) Parametric Testing	●●●●●
Topic Modeling	●●●●●

AI Development
Retrieval Aug. Generation	●●●○○
Agentic Model Design	●●●○○

EXPERIENCE

Business Analyst II Jan 2025 – Present
AdventHealth *Orlando, Florida*

- Partnering with clinical and operations teams to define data requirements for performance and quality improvement initiatives.
- Designing SQL-based reporting pipelines and Power BI dashboards for inpatient care and readmissions metrics.
- Supporting data validation and reconciliation efforts across Epic Clarity and enterprise data warehouse (EDW) environments.
- Contributing to cross-functional analytic projects focused on cost reduction, patient outcomes, and digital health integration.

Data Engineer April 2023 – April 2024
Penske Media Corporation *Los Angeles, California*

- Led evaluation of 6 AI and data vendors assessing integration, latency, and scalability to guide $5M in platform investment decisions.
- Fine-tuned large language models using Python improving geneative quality by 10% based on editorial scoring and feedback loops.
- Built 12 Python and SQL-based reporting pipelines in GCP integrating with Looker to deliver topic insights across 30 media brands.

Analytics Engineer April 2022 – April 2023
Penske Media Corporation *Los Angeles, California*

- Increased subscription conversion rates by 5% through advanced KPI reporting built in GCP to support targeted marketing campaigns.
- Enhanced retention strategy by modeling first-party user behavior in Treasure Data CDP using over 150 engagement signals and billions of records.
- Advised senior executives on content and audience strategy across 25 national brands—including Rolling Stone and Billboard—supporting $1B in annual revenue.

Independent Data Consultant Jan 2020 – April 2022
BTJN *Houston, Texas*

- Implemented two customer data platforms to improve audience segmentation and campaign targeting for 2M+ high-value prospects.
- Migrated three legacy systems to GCP, doubling data processing speeds and streamlining analytics workflows.
- Automated email marketing pipelines that converted 10% of 5,000 cold leads into qualified clients.

Research Assistant Jan 2018 – Aug 2019
University of Central Florida *Orlando, Florida*

- Designed a rubric for coding international human rights violations using statutes from all major global treaties.
- Led a 5-person research team to develop an open-source MySQL database documenting systemic abuses across global conflict zones.
- Co-authored an analysis on gender-based violence published by De Gruyter and presented at the International Criminal Court in The Hague.

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*