

# JUSTIN NAPOLITANO

Collaborative Data Strategist Striving to Discover Actionable Insights to Define Newsroom Strategy



CONTACT

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EDUCATION

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

TECHNICAL SKILLSET

Data Platforms

BigQuery

Treasure Data CDP

Snowflake

Cloud Providers

GCP

Azure

AWS

Analytical Tools

SQL

Python

SAS

SPSS

AI Development

OpenAI

Azure AI

RAG Application Design

CORE PROFICIENCIES

Business Intelligence

Data Engineering

Stakeholder Education

Data Visualization

Executive Engagement

Vendor Evaluation

DIGITAL STRATEGY EXPERTISE

Search Engine Optimization

Social Media

CDP Development

Syndication Strategy

Customer Segmentation

Traffic Analysis

Targeted Advertising

Customer Journeys

Digital Subscriptions

Email Marketing

DIGITAL ANALYTICS TOOLBOX

Google Analytics

Google Search Console

SEMrush

Zuora

Piano

Swoogo

Comscore

Shareablee

Hotjar

Cxense

CDS Global

Moz

Dun & Bradstreet

EXPERIENCE

Data & AI Engineer

Penske Media Corporation

- 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.
- 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.

April 2023 — April 2024

LA, California (remote)

Media Strategist & Analytics Engineer

Penske Media Corporation

- 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 portfolio.

April 2022 — April 2023

LA, California (remote)

Independent Consulting

BTJN, LLC

- 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, leveraging data-driven insights to create and distribute highly targeted newsletters, increasing customer engagement and conversion rates.

May 2021 — April 2022

Houston, Texas

Research Assistant

University of Central 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 enabling research assistants to systematically code and analyze violations.
- Prepared studies uncovering novel findings of abuse against women presented at The Hague and subsequently published by De Gruyter.

Jan 2018 — Aug 2019

Orlando, Florida

PUBLICATIONS

Turkish Kurdish Analysis Database

Peace Economics, Peace Science and Public Policy vol 25, no. 4, pp. 36

Demet Mousseau, Justin Napolitano, Alex Olson

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