JUSTIN NAPOLITANO

Data Strategist Collaborating Across Teams to Define and Implement Digital 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 PROFICIENCES

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 **April 2023 — April 2024**
Penske Media Corporation *LA, California (remote)*

- Engineered and fine-tuned large language model (LLM) applications deployed on Azure to support generative AI integrations within WordPress.
- Analyzed generative AI business cases by forecasting potential earnings, balancing these projections against technical maintenance and vendor costs.
- Conducted comprehensive evaluations of AI and data vendors, assessing their technical capabilities, cost efficiency, and alignment with business objectives to inform strategic decisions.

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 a comprehensive 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 strategies.
- Acted as the lead liaison between the data and SEO teams, built comprehensive reporting stacks, and trained analysts on its usage and insights.

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, leveraging data-driven insights to create and distribute highly targeted newsletters, increasing 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 enabling research assistants to systematically code and analyze violations.
- Prepared reports presented at the Peace Science Conference at The Hague with subsequent publication 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*