

JUSTIN NAPOLITANO

Jay Bird Baby!

CONTACT

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EDUCATION

- BA, Political Science** August 2017
University of Central Florida, Orlando, Florida
- Statistics Specialization** August 2018
University of Central Florida, Orlando, Florida
- Python 3 Specialization** January 2020
University of Michigan, Online

QUALIFICATIONS

1 dot = 1 year of experience

Lakehouses

- BigQuery ●●●●●●
- Snowflake ●●●●●●
- Treasure Data CDP ●●●●●●
- dbt ●●●●●●

Cloud Compute

- GCP ●●●●●●
- Azure ●●●●●●
- AWS ●●●●●●
- Cloud Functions ●●●●●●

Data Science Platforms

- SQL ●●●●●●
- Python ●●●●●●
- Julia ●●●●●●
- Jupyter ●●●●●●
- SAS ●●●●●●
- SPSS ●●●●●●
- R ●●●●●●

BI and Data Viz

- Excel ●●●●●●
- Matplotlib ●●●●●●
- Leaflet ●●●●●●
- Seaborn ●●●●●●
- Looker ●●●●●●
- Plotly ●●●●●●
- Power BI ●●●●●●

Graph Analysis

- NetworkX ●●●●●●
- Neo4j ●●●●●●

Algorithms and Statistics

- Seasonal Forecasting ●●●●●●
- (Non-) Parametric Testing ●●●●●●
- Topic Modeling ●●●●●●

AI Development

- RAG ●●●●●●
- Agentic Model Design ●●●●●●

EXPERIENCE

Data Engineer Aug 2025 – Present
AdventHealth Orlando, Florida

- Design and maintain SQL- and Python-based data pipelines that move Epic Clarity and EDW data into curated marts for clinical and operational reporting.
- Productionize heart failure and readmissions metrics—including I/O compliance, GDMT discharge, EF capture, and O/E mortality—used in enterprise Power BI dashboards.
- Collaborate with clinicians, finance, and IT to scope data engineering requirements, improve data quality, and document metric definitions for governance.

Business Analyst II Jan 2025 – Aug 2025
AdventHealth Orlando, Florida

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

Analytics Engineer Apr 2022 – Apr 2024
Penske Media Corporation Los Angeles, California

- Owned analytics and data engineering for a portfolio of 30+ media brands, building Python- and SQL-based pipelines in GCP and Looker to deliver subscriber and content performance reporting.
- Fine-tuned large language models and evaluated AI/data vendors, improving generation quality by ~10% and informing \$5M in platform investment decisions.
- Increased subscription conversion and retention by modeling first-party behavior on billions of records in Treasure Data CDP and pushing high-value segments into targeted campaigns.
- Advised senior executives at brands such as Rolling Stone and Billboard on audience and content strategy, supporting ~\$1B in annual revenue.

Independent Data Consultant Jan 2020 – Apr 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 major global treaties.
- Led a five-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.