JULIE YOON

☎ (214) 909-4593

✉ julieyoon16@gmail.com

👥 https://www.linkedin.com/in/julieyoon

EXPERIENCE

Edstruments – *Product Manager, Credit card and Reimbursements – New York, NY*   2024 – Present
- Owned 0 to 1 development of new credit card and reimbursement product that processes >$1M TPV annually
- Led agile process for team of designers and engineers: created PRDs and managed ticket backlog prioritization, reviewed designs, and QA'd releases, managed product syncs and stakeholder updates, and coordinated production release planning
- Conducted user interviews to inform product roadmap and market research to select payment vendor

Amazon – *Senior Product Management Intern, Returns Pricing & Inventory – Seattle, WA*   2024
- Improved Amazon Resale's annual revenue outlook by $160M+ by creating an implementation plan and PRD for competitive price scraping against key competitors and partnering cross-functionally to execute with engineering and product operations
- Executed A/B testing for the Amazon Resale product, measuring KPIs such as sell-through and recovery rate across 100+ individual products to refine the pricing algorithm, incorporating condition-based price matching guardrails using key competitors
- Presented strategic recommendations to senior leadership, securing buy-in for product alignment and long-term road mapping

Meta – *Menlo Park, CA*

Finance Product Manager, Small/Medium Business Advertisers   2019 – 2023
- Led a cross-functional task force of 30 partner managers and engineers to mitigate advertising revenue volatility for the Meta Preload Program by running monthly standups and writing SQL scripts to measure user engagement and advertiser trends
- Renewed 10 key mobile partners in Africa and LATAM regions ($500M of revenue) by analyzing device and ad metrics to recommend a pivotal change in business strategy to align partners with FB "Lite" capable of running on legacy networks
- Collaborated with Sales, Marketing, and Data Science VPs to restructure advertiser sales support through global footprint optimization; achieved 18% operational cost savings through efficiency analysis
- Freed up $40M for high-impact projects by developing a sales forecasting model with <2% variance from actual performance by analyzing supplier trends, attrition rates, hiring seasonality, and macro trends

Associate, Partnerships Ecosystem
- Built first Workplace (Meta's first B2B product) P&L to improve long-term product profitability – analyzing customer lifetime value, acquisition costs, and cost-to-serve KPIs – resulting in 15% uplift to annual recurring revenue by revising pricing & packaging
- Grew Marketplace and IG Shopping products by adding 130K+ sellers and 4x growth in on-platform transactions by creating a new KPI to measure success of eCommerce investment by analyzing merchant transactions and Global Market Value data
- Founded the Women in Meta Finance group with executive support, coordinating workshops and fireside chats for 130+ members

Splunk – *Senior Analyst (Marketing & Security Marketing) – San Francisco, CA*   2018 – 2019
- Oversaw seamless integration of Allocadia (budgeting tool impacting 80+ users) over six months in close collaboration with the technical program manager and marketing ops, ensuring adherence to standards across Marketing, Finance, and Accounting
- Implemented an accrual automation process in SAP through user testing with engineering and accounting, achieving a 20% reduction in the number of days needed for financial quarterly cycles to support earnings releases

Intel Corporation – *Senior Analyst (Mobile Devices Group) – Santa Clara, CA*   2016 – 2018
- Improved quarterly close process for the marketing organization saving 20% of annual time spent on close activities by leading a six-month project to create a new accounting tool handling $1.5B/year worth of accruals to standardize across key functions

EDUCATION

Columbia Business School   New York, NY
MBA, Technology & Product Management Pathway   2023 – 2025
Leadership: Co-President of Technology Club (600+ members);
Entrepreneurship teacher at Sing Sing prison (ReEntry Acceleration)
Honors: Hubbard Scholarship (recognition for merit and leadership)

The University of Texas at Austin   Austin, TX
BBA/BA Economics and Finance (GPA: 3.80/4)   2012 – 2016
Honors: Endowed Presidential Scholarship & Merit-based Korean
American Scholarship

SKILLS & INTERESTS

Skills: SQL, Python, Jira, Figma, Power BI, Tableau, Salesforce, SAP, Coda, Microsoft Suite (Excel, PowerPoint)

Languages: Fluent in Korean

Interests: Hiking national parks, building Notion templates, running marathons, personal finance