

Ju Li

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WORK EXPERIENCE	Masterworks , New York, NY Membership Operations Manager Mar 2023 – Present <ul style="list-style-type: none">▪ Sole developer of special projects such as AI intro videos and custom telephony integrations to test new strategies that improved member activation rates by 18% and member investments by 29%.▪ Conducted technical research into various solutions. Negotiated with vendors. Documented limitations. Strategized workarounds. Designed no-code workflows and wrote custom Python/Typescript functions to execute projects. Enabled sales team to start new tests in days, not weeks.
	Various Startups , Boston, MA Cofounder, CPO of Krinu.com Jul 2021 – Jan 2023 Founder of Tripli.com and GetBuyLo.com Jul 2020 – Jun 2021 <ul style="list-style-type: none">▪ Managed 5+ contractors and interns in the development of:<ul style="list-style-type: none">• Krinu - a sales enablement tool connecting messaging apps like WhatsApp and Telegram with customer relationship management systems like Hubspot and Salesforce• GetBuyLo - a browser extension that finds cheap flights at checkout• Tripli - an automated trip planning tool▪ Raised \$150k USD from pre-seed VCs. Developed pitch deck and financial projections using customer and product data extracted from internal SQL databases.
	EverQuote , Cambridge, MA Manager, Strategy and Operations May 2018 – Jun 2020 <ul style="list-style-type: none">▪ Led re-organization of B2B organization's sales and customer success teams. Completely revamped the hiring, commission, and operational strategy that resulted in 100%+ increase in Sales productivity and 60% growth in revenue between 2019 and 2020.• Negotiated and oversaw optimization of commission models, transitioning the teams from a per-unit-sold to a revenue-based commission model.• Designed visualization, tracking and reporting tools to enable individual contributors and managers to succeed under the new commission plans.• Developed Unit Economics Model for each B2B territory. This model quantified the performance and opportunity for growth for each B2B territory, laying the groundwork for EverQuote's B2B re-organization and growth in 2020.
	Analysis Group , Boston, MA Senior Analyst, Economics Consulting Sep 2014 – Apr 2018 <ul style="list-style-type: none">▪ Led and mentored team of Analysts in data cleaning, data analysis, and writing of expert reports. Evidence presented in the expert reports helped clients win multiple billion-dollar litigation cases.
EDUCATION	University of Toronto <ul style="list-style-type: none">▪ Honours Bachelor of Science (B.Sc.) in Mathematics and Economics (GPA: 3.88 / 4.00) 2009 – 2014
LANGUAGES	English (Fluent), Mandarin Chinese (Intermediate)
SKILLS	Excel, Databases (MySQL, PostgreSQL, BigQuery), Business Intelligence Tools (Looker, Tableau), CRMs (Salesforce, Hubspot), Programming Languages (VBA, Python, Javascript), Statistical Tools (Stata, SAS, R)
INTERESTS	Poker, musicals, making dumplings, stand-up comedy