

Li Ju

19 Follen St, Apt 2, Boston, MA 02116
ju.li@outlook.com • +1 (617) 869 0884
<https://www.linkedin.com/in/juli2/>

WORK EXPERIENCE	Krinu, Boston, MA Product Strategy and Development Lead Jul 2020 – Present <ul style="list-style-type: none">▪ Led development of a SaaS product that connects messaging apps such as WhatsApp, Telegram, and iMessage to Customer Relationship Management (CRM) systems such as Hubspot and Salesforce.<ul style="list-style-type: none">• Designed and built from scratch novel visualizations of customer’s messaging data• Designed and built NLP pipeline to analyze and extract sentiment and topics from messaging data▪ Developed business pitch decks, summarizing go-to-market strategy, opportunity size, and competitive analyses. Pitched to hundreds of VC and successfully raised \$150k USD from US and EU pre-seed funds.
	EverQuote, Cambridge, MA Manager, Strategy and Operations May 2018 – Jun 2020 <ul style="list-style-type: none">▪ Led go-to-market of multiple new products that contributed 30% of EverQuote’s revenues in 2020.<ul style="list-style-type: none">• Secured C-Suite buy-in to designate projects as P1 by presenting highly detailed project plans and projections. Projections highlighted projects’ potential impact on revenues and were developed by extracting and analyzing internal SQL data.• Delivered projects on time through careful negotiation of timelines with product, sales, support and marketing teams. Mediated and resolved conflicts and blockers.• Designed in-depth customized dashboards in Looker and Tableau that enabled leadership and individual contributors to track progress to goals.▪ Hired, trained, and managed the team’s interns.<ul style="list-style-type: none">• Directed multiple high-impact intern projects that were deployed to production, such as an automated system for generating customer performance reports.• Designed onboarding curriculum and playbook that enabled new interns to contribute within 2 weeks.
	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, Bloomberg, CapitalIQ, Statistical Tools (Stata, SAS, R), Programming Languages (VBA, Python, Javascript), Databases (MySQL, PostgreSQL, DynamoDB), CRM (Salesforce, Hubspot), Dashboarding Tools (Looker, Tableau)
INTERESTS	Poker, musicals, recreating Singaporean dishes, collecting old vinyl records, stand-up comedy