

Ju Li

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WORK EXPERIENCE	Krinu, Boston, MA Product Strategy and Development Lead Jul 2020 – Present
	<ul style="list-style-type: none">▪ Led development of a sales enablement tool 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">• Interviewed 200+ customers to identify ideal customer profile and their key painpoints.• Researched technical specifications and led team's development of integrations.▪ Extracted customer and product data from internal SQL databases to build financial projections of performance. Developed business pitch decks and successfully raised \$150k USD from 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<ul style="list-style-type: none">• Extracted and analyzed SQL data to build financial projections of impact of new product launches, highlighting their impact on quarterly revenue. Detailed projections helped obtain C-Suite buy-in to designate projects as P1.• Coordinated pre- and post-launch efforts of sales, customer success and marketing teams to ensure smooth launch and maximum impact.• Designed in-depth customized dashboards in Looker and Tableau that enabled leadership and individual contributors to track progress to goals.• Launched products contributed 30% of EverQuote's revenues in 2020.▪ Designed the team's intern and co-op hiring program<ul style="list-style-type: none">• Designed onboarding curriculum and playbook to bring team's hires up to speed quickly.• Enabled team to effectively support Sales and Customer Success organizations that had doubled in headcount, without adding to the team's opex.
	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, Statistical Tools (Stata, SAS, R), Programming Languages (VBA, Python, Javascript), Databases (MySQL, PostgreSQL, DynamoDB), CRMs (Salesforce, Hubspot), Business Intelligence Tools (Looker, Tableau)
INTERESTS	Poker, musicals, making dumplings, stand-up comedy