Peter Young Jun Yoon

I am a self-motivated PM and manager with experience operationalizing growing businesses. I aspire to serve high-impact project teams by accurately identifying needs, shaping solutions, effectively communicating between stakeholders, and balancing expectations.

RECENT EXPERIENCE

Opal Labs, PDX — Technical Project Manager
Feb 2021 - Oct 2022

Managed complex projects and maintained smooth processes while evolving frameworks to balance the needs and challenges of an organization pushing for growth.
- Facilitated all Scrum ceremonies that included sprint planning, backlog refinement, stand-ups, and retros for an eng department of 10–15 devs. Served the team to identify, remove, or escalate roadblocks and issues for all projects ranging from complex to simple FE and BE projects.
- Collaborated with SVP, Sr Director, and Group Lead of Product to manage the ProdEng process changes. This included multiple changes to improve transparency, throughput, and consistency in hitting deadlines.
- Coordinated with DevOps and QA to ensure the smooth creation of staging environments for data migrations and QA testing for new feature builds before merging, adding features behind feature flags, and releasing the code base into the prod environment.
- Increased the accuracy of project completion forecasting by creating a sprint point forecasting model to help teams effectively commit to points, keep morale high, and accurately hit end dates.
- Created an operating system and cadence that provided clear visibility into up to 10 projects per cycle through dashboards and the ability to zoom out to see what project categories we have been focusing on quarterly and annually to support planning.

Travel & Continued Education [See EDUCATION]
Aug 2019 - Feb 2020

Uber Technologies, SF — Senior Manager
Jun 2018 - Aug 2019

Managed and operationalized Uber's ASO team and used data to generate insights to optimize Uber's app stores on a global scale.
- Built a testing model and generated +$80M in annualized ad spend savings globally from H1 2018 to H1 2019.
- Increased testing velocity by 40% YOY by managing a team and partnering with teams in LATAM, EMEA, and APAC.
- Proposed and democratized data recording practices by restructuring data-keeping methodologies that adhere to Tidy Data's best practices.
- Collaborated with Marketing Analytics to build a comprehensive program dashboard based on the needs and requirements of senior leadership.

M&C Saatchi Performance, NYC — Senior Strategist
Dec 2016 - Jun 2018

Built a new program around a growing marketing niche after performing careful market research and due diligence.
- Created the program and onboarded six ASO clients within two quarters.
- Increased store listing conversion rates by up to 30% for six clients.
- Collaborated with the in-house programming team and built proprietary marketing tools used department-wide. Planned, conducted, and controlled all procurement and managed cost, time, and quality for all clients.

LinkedIn   Portfolio

Lake Oswego, OR
(224) 770-0478
peteryyoon@gmail.com

EARLY EXPERIENCE

M&C Saatchi Performance
Strategist, Project Manager

Chungdahm Learning
Instructor, PM, Content Creator

PMON, Inc.
Co-Founder

SKILLS

PMI Certified, Data-Driven PM, Agile, Jira, Google Suite, Shape Up

RESTful API Design, Full Stack Development, Version Control

LANGUAGES, FRAMEWORKS, DATABASES, & MISC.

Javascript, React, Express, Knex, Node.js, Postgres, CSS

Git, Docker, Heroku

EDUCATION

Thinkful
Remote
Engineering Flex Program

University of Michigan Ann Arbor
BS Biology

SPEAKING AND WRITING

ASO Stack, Ad Week, ASO Stack, Ad Exchanger, TWiST