

I'm a results-based PM with experience operationalizing global organizations. I aspire to serve high-impact project teams by accurately identifying needs, shaping solutions, effectively communicating between stakeholders, and balancing expectations. As a result, I've helped organizations increase revenue by ~4x, improve time to market by ~1.5x, and save +\$40M in ad spend. I'm currently preparing for the PSM I exam.

#### Otio LLC, PDX — Personal Project — Oct 2022 - Present

- Utilized user testing feedback to design and manufacture a customized mold in a Guangzhou, Chinese factory, resulting in enhanced product quality.
- Conducted rigorous testing and formulation experiments to develop a unique fragrance and wax formula, delivering a superior sensory experience to customers.
- Developed Otio's website for distribution, executed online sales strategies to expand distribution channels and enhance revenue generation, initiated Google Ad campaigns to boost customer acquisition, and implemented Google Analytics, GTM, and Hotjar to gain valuable user behavior insights and to improve website engagement.
- Secured a store partnership in downtown Portland as a stockist for Otio products through successful execution of sales strategies.
- Website: <https://otio.world>

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

- Supported multiple teams working on front-end, back-end, data migration, and updating data pipeline and scheduler projects to self-organize by demonstrating an Agile Mindset.
- Identified and removed impediments before or as they impacted the teams by restructuring daily scrums to empower developers.
- Led change management process that reduced time to market by ~1.5x by proposing and collaborating with Senior Leadership to change the ProdEng process.
- Improved workflow that enabled us to effectively refine the Product Backlog and improve predictability by forecasting 2–3 sprints into the future.
- Devised a bug-triaging plan and reduced the time to address P0 and 1 bugs while not breaking developer sprints.

#### Thinkful Engineering Flex Program, Remote — Student — Oct 2019 - Jun 2020

- Created and deployed mobile-first applications using React, jQuery, Node.js, Express, and Knex by collaborating with a senior web developer.
- Acquired proficiency in Git version control through dedicated learning and practical application.
- Projects: <https://peteryyoon.com>

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

- Built a testing schedule, identified the lowest-hanging fruit, and increased creative testing velocity by 40% YOY.
- Built a testing model and saved +\$40M in annualized ad spend globally from H1 2018 to H1 2019.
- Proposed and democratized data recording practices by restructuring data-keeping methodologies that adhere to Tidy Data's best practices.
- Built a comprehensive program dashboard within 1 quarter based on stakeholder needs and requirements and improved Senior Leadership sentiment about the ASO program.

#### Early Experience

M&C Saatchi Performance  
Senior Strategist, Project Manager

Chungdahm Learning  
Instructor, PM

PMON.co.kr  
Co-Founder

#### Skills

Project Management  
Scrum Certification (PSM I, In Progress), PMI Certification (CAPM), Agile, Scrum, Kanban, Jira, Confluence, Smartsheet, Asana, Trello, Google Suite

Programming  
RESTful API Design, Full Stack Development, Version Control

#### Education

Thinkful  
Engineering Flex Program

University of Michigan - Ann Arbor  
BS Biology