Peter Yoon

I am a results-driven and self-motivated leader with extensive experience growing global businesses. I aspire to execute high-impact projects by facilitating and improving communication between stakeholders and balancing expectations.

LinkedIn   Portfolio   GitHub

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RECENT EXPERIENCE

Opal Labs, Portland — *Technical Project Manager*

Feb 2021 - Present

Maintaining smooth process frameworks while challenging and evolving framework steps to balance the needs and challenges of an organization pushing for growth.

- Effectively reorganized and transitioned the engineering team from a large 15-member group to 2 smaller pods to more efficiently run Scrum rituals.
- Created a sprint point forecasting model to help teams effectively commit to points and keep morale high.
- Introduced Monte Carlo simulation to provide early project forecasts using historical developer throughput.
- Created processes for new integrations that include external and internal processes that impact Engineering, Product, GTM, and Customer stakeholders. For example, organized internal feature demos, customer onboarding email and information collection templates, project intake processes, and customer testing steps.

Uber Technologies, SF — *Senior Manager, ASO Program*

Jun 2018 - Aug 2019

Managed and operationalized Uber's ASO team and leveraged deep data and insights to continually 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 points of contact in LATAM, EMEA, and APAC.
- Proposed and democratized data recording and analysis 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, Program Manager*

Dec 2016 - June 2018

Conceptualized and built the ASO program, performing market due diligence, determining pricing structures, and building processes/frameworks with cutting-edge marketing tools.

- On-boarded 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 to build innovative and proprietary marketing tools used department-wide.
- Planned, conducted, and controlled all procurement and managed cost, time, and quality for all clients.

EARLY EXPERIENCE

M&C Saatchi Performance
Strategist, Project Manager

Chungdahm Learning
Instructor, PM, Content Creator

Party Monster, Inc.
Co-Founder

SKILLS

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

RESTful API Design, Full Stack Development, Version Control

LANGUAGES, FRAMEWORKS, DATABASES, & MISC.

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

Git, Docker, Heroku

EDUCATION

Thinkful
Remote
Engineering Flex Program

University of Michigan
Ann Arbor
BS Biology

SPEAKING EVENTS & WRITING

ASO Stack, Ad Week, ASO Stack, Ad Exchanger