

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.

RECENT EXPERIENCE

Opal Labs, Portland — *Technical Project Manager*

Feb 2021 - Present

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

- Identified engineering pain points, pitched, reorganized, and transitioned the engineering team from a large 15-member group to 2 smaller pods to more efficiently run Scrum rituals and scale development.
- Created a sprint point forecasting model to help teams effectively commit to points and keep morale high.
- Introduced Monte Carlo simulation forecasting to provide early-stage project timelines using historical developer throughput.
- Created processes for new integrations that include external and internal processes that impact Engineering, Product, GTM, and Customer stakeholders. 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.

[LinkedIn](#) [Portfolio](#) [GitHub](#)

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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](#)