

# Peter Yoon

I am a results-driven and self-motivated developer with extensive experience in fast-growing global businesses. I aspire to execute high-impact projects by writing clean and scalable code. I aim to deliver the most value possible for the customer.

## RECENT EXPERIENCE

### Thinkful, Remote — *Engineering Flex Program (Student)*

Oct 2019 - Jul 2020

Built projects using industry best practices and practical software development standards, focusing on JavaScript, React, Express, Knex, Node.js, and Postgres.

- Built single-page applications with React and APIs on a custom-built framework.
- Architected, designed, and developed front-end, back-end, and database prototypes for multi-page applications using React, Node.js, and Postgres.
- Translated UX wireframes and mockups into a responsive website using HTML, CSS, and React, along with several npm packages.
- Successfully launched several projects with front-ends deployed with Vercel and AWS Amplify, and back-ends and databases deployed with Heroku.

### Uber Technologies, Inc., SF — *Senior Manager*

Jun 2018 - Aug 2019

Managed and operationalized Uber's Global App Marketplace team and leveraged in-depth data and insights to optimize Uber's app stores on a global scale continually.

- Built a modeling environment and generated +\$80M in-vitro 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 contact points 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 LT.
- Managed key vendor partners for the ASO program, including App Annie, AppTweak, StoreMaven, Sensor Tower, and Moburst.

### 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. Clients included Univision, Audible, Amazon, and Capital One.
- 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.
- Tested and improved Microsoft B2B landing page conversions up to 90% within one month.

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

[GitHub](#) [LeetCode](#)

Lake Oswego, OR  
[peteryyoon@gmail.com](mailto:peteryyoon@gmail.com)

## EDUCATION

University of Michigan  
Ann Arbor  
BS Biology

## SKILLS

PMI Certified, Agile,  
Data-Driven PM

RESTful API Design, Full  
Stack Development, Version  
Control

## LANGUAGES, FRAMEWORKS, DATABASES, & MISC.

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

Git, Docker, Heroku, AWS,  
Vercel

## PREVIOUS EXPERIENCE

M&C Saatchi Performance  
Strategist, Project Manager

Chungdahm Learning  
Instructor, PM, Content  
Creator

Party Monster, Inc.  
Co-Founder, 3rd place on  
[This Week In Startups](#) with  
Jason Calacanis

## SPEAKING EVENTS & WRITING

[ASO Stack](#), [Ad Week](#), [ASO  
Stack](#), [Ad Exchanger](#)