

# Peter Young Jun Yoon

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

I am a results-driven, self-motivated PM with extensive experience scaling global businesses. I aspire to facilitate high-impact projects by accurately identifying needs, shaping solutions, effectively communicating between stakeholders, and balancing expectations.

Lake Oswego, OR  
(224) 770-0478  
[petryyoon@gmail.com](mailto:petryyoon@gmail.com)

## RECENT EXPERIENCE

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

Maintaining 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, daily stand-ups, and retrospectives for an engineering team of 10–15 developers. 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 product and engineering process change from traditional Agile methodology to the Shape Up process to improve project transparency and throughput and consistently hit deadlines or predictably adjust the scope to level set expectations.
- Identified engineering pain points, proposed, reorganized, and transitioned the engineering team from a single group to 2 pods to improve communication, scale development, and improve Scrum/Agile processes.
- 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.

**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. We determined pricing structures and built processes/frameworks with cutting-edge marketing tools.

- 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.

## 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

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](#)