

# Peter Yoon

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

## RECENT EXPERIENCE

### Thinkful, Remote — *Engineering Flex Program*

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. See Portfolio and Github for more details.

### 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.

### M&C Saatchi Performance, NYC — *Senior Strategist*

Jun 2016 - Dec 2016

Acted as Jack of all Trades, supporting various critical business strategy initiatives while also leading organic channel projects for clients such as Microsoft and Amazon.

- Tested and improved Microsoft B2B landing page conversions up to 90% within one month.
- Planned and optimized Apple Search Ads campaigns, a new channel, for Microsoft and Audible that averaged in \$250,000 monthly spend.
- Managed UX projects for Microsoft Education projects.
- Gained strong familiarity with critical mobile attribution solutions, traffic sources, and various martech, including Tune, Kochava, NativeX, Conversant, and Flashtalking.

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

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## EDUCATION

University of Michigan  
Ann Arbor  
BS Biology

## SKILLS

PMI Certified, Agile,  
Data-Driven PM

RESTful API Design, Full  
Stack Development, Version  
Control

## EARLY 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](#)

## LANGUAGES, FRAMEWORKS, DATABASES, & MISC.

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

Git, Docker, Heroku, AWS,  
Vercel