

# Peter Young Jun Yoon

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

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.

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## RECENT EXPERIENCE

**Opal Labs, PDX** — 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.

- Successfully managed 9-12 projects within any given sprint adhering to Agile principles.
- Identified engineering pain points, pitched, reorganized, and transitioned the engineering team from a large 15-member group to 2 pods to improve communication, scale development, and improve Scrum/Agile processes.
- Improved forecasting and project resourcing by introducing Monte Carlo simulation forecasting to generate early-stage project timelines using historical developer throughput.
- 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.
- Created and scaled cross-functional processes for new integrations across Engineering, Product, GTM, and Customer stakeholders. Essentially, organized internal feature demos, customer onboarding email and information collection templates, project intake processes, and customer testing steps.

**Travels & Continuing Education [See EDUCATION]**  
Aug 2019 - Feb 2020

**Uber Technologies, SF** — Senior Manager, ASO Program  
Jun 2018 - Aug 2019

Managed and operationalized Uber's ASO team and leveraged data for 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 - Jun 2018

Built a new program around a growing marketing niche, performed market due diligence, determined pricing structures, and built 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 AND WRITING

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