

# STEPHEN LI

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## WORK EXPERIENCE

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### **Bloomberg**, New York, NY

*Internal Consultant, Studio Operations & Project Management (October 2023 – present)*

- Led global implementation and change management of Asana deployment for 500-seat in-house marketing agency; integrated enterprise-scale design thinking with deep utilization of platform automation and customization to define, build, and maintain 13 collaborative workflows and drive YoY growth of 23% in end-user engagement and 15% in creative asset output
- Initiated and managed development of connectors between internal and external applications – including a bi-directional sync between marketing operations and work management systems and ETL pipelines for data warehouse ingestion – that reduced repetitive data entry, ensured data hygiene, and improved operational efficiency
- Designed and implemented analytics framework to enable data-driven marketing strategy, which informed product strategy for web platforms responsible for \$50M in new monthly revenue (in 2024) and with reach of 10M daily active users

### **GiGstream**, New York, NY

*Technical Product Manager (January – September 2023)*

- Led team of 3 PMs and owned strategy for all products, including a zero-to-one self-service e-commerce platform that captured 50K users in 6 months and a zero-to-one GenAI-backed support interface that improved NPS by 10%; collaborated with customers and internal stakeholders to continuously deliver human-centric user experiences as company grew by 400%
- Conducted user research, modeled complex interdependent systems, wrote technical specs (including API documentation), and delivered audience-specific presentations of strategy and roadmap to customers, executives, and investors, which reduced friction and bolstered investor confidence, helping to secure \$59M in private financing
- Transitioned development philosophy to Agile framework – including sprint-based releases, daily standups, and retrospectives – and implemented CI/CD pipelines, which accelerated output (features shipped 40% faster) and reduced variance (50% reduction in bugs)
- Designed and authored content for learning management program to eliminate internal knowledge gaps and improve project outcomes; piloted 360-degree review program and semi-annual performance review cycles to improve compensation transparency

*Strategic Program Manager (September 2021 – December 2022)*

- Founded PMO, led 6 project managers, and leveraged hybrid project methodologies – including risk mitigation, issue tracking, and QA testing – to reduce scope and cost creep while improving collaboration, leading to 2x growth in operations over 6 months
- Oversaw selection, implementation, integration, and continuous enhancement of solutions for wide-ranging needs – including project management, ticketing, and knowledge management – to streamline tech spend (15% decrease in TCO of IT systems)
- Liaised with leadership to develop corporate strategy and balance competing priorities; owned a portfolio of high-impact initiatives – including fixed asset management, warehousing logistics, and GTM strategy – which drove 3x YoY increase in profit margin

### **BAI Connect**, Los Angeles, CA

*Financial Analyst (May – August 2021), Operations Manager & Safety Officer (January – May 2021), Project Manager (2020)*

- Developed predictive financial models for C-level stakeholders, which were used to secure \$10M in institutional financing
- Spearheaded efforts to predict revenue risks and design mitigation mechanisms – deferred payment plans and targeted debt forgiveness – in response to the COVID-19 pandemic, outperforming industry average for revenue churn in 2020 and 2021
- Revamped seller commission program to align compensation structures with company OKRs, which contributed to double-digit growth in YoY B2B sales and drove expansion into multiple new territories (Las Vegas, San Diego)

### **Freelance**, Los Angeles, CA

*Script Consultant (2017 – 2019)*

- Reviewed screenplays and wrote coverage for production companies and studios; provided consultation for individual writers

## VOLUNTEER EXPERIENCE

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### **Asana – Volunteer Forum Leader (2024)**

- Led conversations and provided technical and process consultation for 750,000-member forum on topics including workflow refinement, platform best practices, and application development

## EDUCATION

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**Princeton University**, Princeton, NJ – A.B. (*Bachelor of Arts*), School of Public and International Affairs (2016)

## SKILLS & CERTIFICATIONS

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**Enterprise Software** – NetSuite, HubSpot, Salesforce, Asana, Figma, JIRA, Confluence, Make, Azure DevOps

**Technologies** – HTML/CSS/JS, Python, SQL, C, Excel, Tableau, Power BI, Git/GitHub

**Certifications** – Workflow Specialist (Asana), Enterprise Design Thinking (IBM), Product Strategy (Product School), Lean Six Sigma