

# STEPHEN LI

[sli16808@gmail.com](mailto:sli16808@gmail.com) | (808) 291-8392 | [linkedin.com/in/li-stephen](https://www.linkedin.com/in/li-stephen) | [stephen-li.net](https://stephen-li.net)

## WORK EXPERIENCE

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

*Strategy & Operations Consultant, Marketing (October 2023 – present)*

- Led Asana implementation for a 500-seat marketing group, applying enterprise design thinking to define, build, and streamline workflows, increasing user engagement by 23% and creative asset throughput by 25%
- Managed development of bespoke integrations between internal and external applications – including a bi-directional sync between marketing ops and project management platforms and ETL pipelines for data warehouse ingestion – that reduced repetitive data entry, ensured data hygiene, and improved operational efficiency
- Developed OKRs and a business intelligence framework to drive a data-driven marketing strategy, optimizing \$500M in annual spend, and reached 1M+ Bloomberg Terminal users and 10M news consumers, generating \$50M in new ARR (2024)
- Owned the product roadmap for work management systems, balancing priorities from executives, engineering, and end users to maximize business impact and UX; established formal feedback loops to enhance user-centric decision-making

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

*Technical Product Manager (September 2022 – September 2023)*

- Led a team of 3 PMs and owned company-wide product strategy; launched a zero-to-one e-commerce platform (50K new users in 6 months) and a zero-to-one AI-driven help center that boosted NPS by 10%; partnered with customers and internal stakeholders to refine GTM strategy and iteratively optimize human-centric UX, driving 400% YoY revenue growth
- Conducted user research, wrote technical specs (including API documentation), and delivered audience-specific roadmap presentations to customers, executives, and investors, which bolstered investor confidence and secured \$59M in private financing
- Championed Agile transition – introducing sprint-based releases, daily standups, and retrospectives – and implemented CI/CD pipelines, accelerating feature delivery by 40% and reducing bugs by 50%
- Developed a learning management curriculum to bridge 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 – September 2022)*

- Founded PMO, leveraging hybrid project methodologies – including risk mitigation, issue tracking, and QA testing – to reduce scope and cost creep across a suite of strategic initiatives while improving collaboration, leading to 200% operational growth over 6 months
- Oversaw selection, implementation, integration, and continuous enhancement of technical solutions for diverse business needs – including project management, ticketing, and knowledge management – to streamline software spend (15% YoY decrease)
- 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 300% 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 revenue risk prediction and mitigation efforts, introducing deferred payment plans and targeted debt forgiveness, to outperform industry revenue churn averages during the COVID-19 pandemic (2020-2021)
- Revamped seller commission program to align with company OKRs, driving double-digit YoY B2B sales growth and 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

## OTHER EXPERIENCE

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

- Led conversations and provided technical and process consultation for 800,000-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

## SKILLS & CERTIFICATIONS

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**Product Management** – Roadmap Planning (RICE), UX Research, GTM Strategy, User Testing (A/B, Flagging), Stakeholder Management  
**Technologies** – HTML/CSS/JS, Python, SQL, C, Excel, Tableau, Power BI, NetSuite, HubSpot, Salesforce, Asana, Figma, Jira  
**Certifications** – Workflow Specialist (Asana), Enterprise Design Thinking (IBM), Product Strategy (Product School), Lean Six Sigma