

Yongyuan (Gary) Li

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SUMMARY

Operations and product professional with 3+ years driving eCommerce platform performance, marketplace growth, and cross-functional product delivery. Proven ability to diagnose operational bottlenecks, design data-driven experiments, and ship scalable process improvements in fast-paced, ambiguous environments. Experienced in collaborating with engineering, design, and data teams to translate business problems into measurable outcomes.

EXPERIENCE

E-commerce Product & Marketplace Operations | 99 Ranch Market — Union City, CA, July 2023 – Present

Product & Marketplace Management 2025 – Present

- Defined and executed product initiatives (CRM, analytics, delivery workflows, AI-powered search/FAQ) across web, mobile app, and third-party marketplaces; translated business goals into prioritized product requirements in Agile sprint cycles.
- Diagnosed on-time delivery decline to driver dispatch and tip adoption — designed and optimized tip feature that raised tipped orders from **40% to 70%**, materially improving driver acceptance rates and on-time delivery, shipped under tight budget and engineering constraints.
- Partnered with DoorDash, Uber Eats, and Instacart to identify high-performing segments and execute targeted promotions, driving **38% YoY marketplace sales growth**.
- Increased operational efficiency by **40%** through SOP and product documentation development, streamlining cross-team workflows.

E-commerce Sales Specialist – Systems 2023 – 2024

- Managed front-end and back-end configurations for DTC eCommerce platform (web & mobile) across 55+ locations in four regions, aligning product features with campaigns and operational workflows.
- Piloted A/B testing for campaign CTAs and personalization, boosting click-through rates by 40% and improving CRM segmentation accuracy; built 2024 digital campaign roadmap (~4 campaigns/month), driving **20% YoY sales growth**.
- Leveraged Tableau, Excel (pivot tables), HubSpot, and Similarweb to analyze sales, customer interactions, and campaign performance; delivered actionable insights that informed strategic decisions.

RELEVANT PROJECTS

CERA Marketing Research | UC Irvine — Market Researcher, Sept – Dec 2022

- Conducted competitive and consumer research; designed surveys and analyzed 60+ responses via Qualtrics XM to deliver go-to-market recommendations.

Edwards Lifesciences Research Project | UC Irvine — Solutions Analyst, Oct – Dec 2021

- Evaluated Salesforce AppExchange solutions to improve internal communication across 6 Asia regional teams; gathered requirements through stakeholder interviews.

EDUCATION

University of California, Irvine — The Paul Merage School of Business, June 2023

B.A. in Business Administration, Emphasis in Marketing & Information Systems | GPA: 3.90

SKILLS & CERTIFICATIONS

Analytics & Tools: Tableau, Excel (Pivot Tables/Charts), HubSpot, Google Analytics, Similarweb, SQL (HackerRank Certified — Intermediate), Canva, Adobe Premiere Pro

Product & Ops: Agile/Sprint workflows, A/B testing, CRM segmentation, SOP development, backlog refinement, cross-functional product delivery

Certifications: HackerRank SQL (Intermediate) | IBM Product Management: Foundations (2026) | IBM Product Management: Intro (2026) | Google Project Management (2025) | Advanced Google Analytics

Languages: English (fluent), Cantonese (fluent), Mandarin (fluent)