

ALI SOONG

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SKILLS

- Excel / Sheets
- PowerPoint / Slides
- Jira / Monday.com
- Project Management
- Data Analysis
- Data Visualization
- HTML
- CSS
- JavaScript

Experience with: SQL, Python,
Java, PHP, jQuery, MATLAB

STRENGTHS

Communication Detail-Oriented

Leadership Process Improvement

Presentation Problem Solving

Prioritization Taking Initiative

Strategy Storytelling Teamwork

EDUCATION

M.P.S. Information Science

Cornell University | Ithaca, NY

- GPA: 4.0

B.A. Information Science

Cornell University | Ithaca, NY

- GPA: 3.9
- Minor in Business

EXPERIENCE

Director, Product Management | NBCUniversal

OCT 2021 - PRESENT

- Lead product strategy and development for NBCU's advanced targeting, cross-platform, multi-currency, and ad optimization products.
- Manage product roadmaps and effectively communicate status updates to all stakeholders by prioritizing key features and establishing timelines with partner Engineering teams.
- Oversee partnerships and integrations with 2 new ad currency vendors.
- Engage with users across Sales, Planning, Inventory, Measurement & Insights, and Account Services to understand business challenges, write user stories, and define tech requirements.
- Organize commercialization process both internally and externally to ensure product launches and releases are effective.

Lead, Agency Monetization | NBCUniversal

DEC 2020 - OCT 2021

- Drove incremental growth of 7-11% for 3 major agency holding companies by monitoring negotiations and tracking KPIs.
- Revamped tools and dashboards for the platform monetization team by adding new data sets, increasing automation, and adding customization.
- Maximized revenue and drove price across the platform by modeling scenarios, identifying priorities, and improving processes.
- Generated and presented analyses, reports, and decks to surface key insights on NBCU's performance for senior leadership.

Manager, Client Strategy | NBCUniversal

MAR 2019 - DEC 2020

- Developed GTM strategies and maintained content roadmap to socialize materials across NBCU's ad sales org of 1500+.
- Identified growth opportunities by analyzing marketplace trends, consumer behaviors, and client feedback.
- Created sales collateral that highlight NBCU's value prop and competitive advantage by focusing on solving client challenges.
- Crafted compelling recommendations, utilizing storytelling to evolve advertiser partnerships and develop target accounts, driving 5-10% yield.

Analyst, Strategic Planning | NBCUniversal

MAY 2018 - MAR 2019

- Proactively built a new inventory management tool, increasing efficiency and productivity for 200+ people across 3 teams.
- Led the collaboration with engineering to convert product vision into a digital application after pitching to senior leaders.
- Strategically optimized over \$100 million worth of ad inventory while resolving any unexpected issues with operations.

Associate, Advertising Sales | NBCUniversal

JUL 2017 - APR 2018

- Streamlined reporting processes for NBCU's Hispanic networks.
- Served as the first line of contact with internal and external partners to ensure maintenance of advertisers' media schedules.