Yifan Zhang

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EDUCATION

Cornell University   Ithaca, NY
Master of Professional Studies, Applied Statistics, Data Science Option, 3.73/4.0   May 2015

University of Illinois at Urbana-Champaign (UIUC)   Urbana-Champaign, IL
Bachelor of Science, Molecular and Cellular Biology, Chemistry, 3.80/4.0   May 2014

China Agricultural University   Beijing, China
College of Biological Science, Honor Concentration in Life Sciences, 3.56/4.0   August 2010 - June 2012

WORK EXPERIENCE

KMK Consulting Inc.   Ithaca, NY
Project Intern   December 2014 – May 2015
- Modeled the market and fit the regression on patient flow using ANOVA, time series model and fixed effect model;
- Estimated potential market size and predicted sales with non-linear model, analog analysis and share methodologies;
- Organized group meetings and effectively communicated with clients and advisor.

GE Healthcare   Beijing, China
Data Engineer - Summer Intern   June 2014 –August 2014
- Data integration, cleansing, extraction and database loading from large data sets and online resources with ETL tools;
- Assisted in programming for web crawling, indexing and scraping.

Illinois Business Consulting   Urbana-Champaign, IL
Consultant   September 2013 – April 2014
- Built financial models to mimic cost structure of client's competitors to estimate opportunities for brand expansion;
- Positioning analysis to identify target market opportunities based on competitive analysis;
- Provided insights into new market entry with performing multi-objective value analysis and cost-benefit analysis;
- Wrote project reports and give presentations to clients.

Adfaith Management Consulting   Beijing, China
Consultant Internship   May 2013 –June 2013
- Did organization design and SWOT analysis for external/internal environment of an energy development corporation;
- Independently completed an industry analysis in Aero metropolis and satellite city construction.

University of Illinois at Urbana-Champaign   Urbana, IL
Research Assistant, Research Group of Professor Fei Wang   February 2013 – May 2014
- Engaged in research on gene identification with PCR and BLAST search and gene prediction with FGENESH.

Pfizer Inc.   Beijing, China
Marketing Assistant   January 2012 –July 2012
- Supported the brand manager with office administration duties and audited payments to freight forwarder and agency;
- Actively supervised the marketing activities in Painless Ward Project;
- Assisted in organizing and preparing the annual POA (Plan of Action) conference.

SIFE (Students In Free Enterprise), China Agricultural University Team   September 2010–March 2012
Project Manager
- Led a project team to build business chain and enlarge market for shadow puppet play performed by pocket people;
- Raised money for team activities by negotiation with sponsors of SIFE China and local NGO organizations;
- Presenter at 2011 SIFE China Beijing Regional Case Competition, awarded with 1st Champion Team.

LEADERSHIP & VOLUNTEERS

Cornell Graduate Consulting Club, *Member*   September 2014 –Present

Tap-in Leadership Academic, *Tutor at Edison Middle School*   September 2013 –December 2013

Carle Foundation Hospital, *College Volunteer*   January 2013 –May 2013

SKILLS

Software & Programming: R, SAS, SPSS, Excel, Access, SQL, Oracle, MySQL, SSIS, Tableau, Python, C, C++,
                      Git/GitHub, Hadoop, MapReduce, HTML, PHP, MS Office.

Language: English, Mandarin Chinese

HONORS & CERTIFICATIONS

2015   SAS Certified Base/Advanced Programmer for SAS 9 Credential – SAS Global Certification Program
2014   Tau Sigma National Honor Society – University of Illinois at Urbana-Champaign
2011   Scholarship for Academic Excellence – China Agricultural University