YUYING ZHANG

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EDUCATION

University of Virginia | Charlottesville, VA   Dec 2020
Bachelor of Arts, Double Majors in Computer Science and Economics (GPA: 3.84/4.0)
Honors: Dee Family Global Scholarship, Chinese National Scholarship, DE Shaw Nexus Fellow (60 out of 2000)
Relevant Courses: Financial Accounting, Money & Banking, Market & Investment, Sustainable Finance, Public Speaking
Activities: Jefferson Literary & Debate Society, Alternative Investment Fund, Honor Committee

INTERNSHIP EXPERIENCE

Beacon Consulting Fellowship, *Sponsored by University of Virginia* **|***Consultant*   May 2020 – Aug 2020
- Selected to be the only one (out of all economic students) in this fellowship collaborated by Beacon and UVA, engaged in the below three consulting cases;
  Data Analytics Transformation Implementation for a Sales and Marketing business
  - Advised a marketing technology startup on the launch of a new B2B analytics product that improved lead generations by 30%; worked with the CEO as product manager from inception through implementation
  - Oversaw a team of six engineers daily as they translated business requirements from the C-Suite into a revenue-generating product; led a workshop for the 25+ employees to introduce the new product
  Sustainable Tourism Strategies Development for an Emerging Country (Costa Rica)
  - Collaborated with UVA professors to produce a white paper outlining the environmental, societal, and economic benefits a corporate ESG transformation has on the surrounding community
  - Led research of a $25M Latin hospitality group that successfully completed an ESG transformation; interviewed C-suite executives and built economic model outlining the $100M in community investment
  Launch of Racial Equity initiative for Children's National Hospital
  - Advised a DC area healthcare system through an evaluation of its customer profiles; leadership wanted to understand which demographics they served and ensure that there was no inadvertent discrimination
  - Analyzed operational data via Python and identified pain points within the client's processes that limited access for minority communities; our analysis reduced the rate of minority readmission from 50% to 20%

Hitachi Vantara (now subsidiary of Hitachi) | Herndon, VA | *Cloud Engineer*   May 2019 – Aug 2019
- Directly reported to CEO and co-Founder of a $50Mn startup Cloud company; enhanced a legacy compliance requirement within cybersecurity to capture all key risks (i.e record retention, data leakage, customer disclosure)
- Designed, implemented and deployed a chatbot system with natural language and document FAQs capability to answer any sales prospects who has compliance inquiries and questions

Boston Consulting Group | Seoul, Korea & Beijing, China | *Project Assistant*   May 2018 – Dec 2018
- Proposed an electronic mobile money service for Southeast Asia market entry for the largest Korean bank, resulted in $100Mn transaction in Aug 2020 for KB Financial Group to acquire Bukopin Indonesia Bank
- Researched 5 acquisition targets for gene sequencing companies and built financial modeling for valuation
- Analyzed market events focusing on key indicators for Medical Town and Electronics Industrial Park development plan

PROJECTS & LEADERSHIP

UVA Women Entrepreneurship | *Co-founder -* The only undergraduate startup club at UVA   Jan 2020 – Present
- Founded club to increase female startups from 10% to 25% through training and financing & value creation accelerators
- Operate FitKinect, a startup solving fitness equity in community as Vice President of Engineering and Marketing
- Mentor members and serve drop-in hour clients on career development, campus resources, talent sourcing

MIT-UVA Science Policy Internship Program | *Fellowship Recipient -* One of 20 selected   Jan 2019 – Present
- Network with key figures from the Supreme Court, NIH, OSTP, NSF and World Bank through in-person visits
- Built Top Five google search website from 150 GB North Carolina Government data on "Mobility Data for Evacuation"
- Presented to St. Kitts and Nevis national director on memo "Braving The Storm: Disaster Management in Nevis"

Commerce Bureau of Shenzhen | *US Representative -* Contact for China's first special economic zone   Aug 2017 – Present
- Collaborated with team of 4 to set up a $5Mn fund for a Series B startup (thesis: technology barrier & unique use cases)
- Advised company management on overseas investor relations, customer acquisition and brand image
- Founded Bougainvillea Care Center for Special Needs Children, supported the learning of 120 children every weekend

SKILLS & INTERESTS

Technicals: Cloud Computing with AWS, Azure; Data Analysis with Python, Excel; JavaScript, HTML, Java, VBA, R
International Experience: Mandarin and Cantonese native speaker; exchanged in Korea, Spain, Carribean
Interests: Rock Climbing and Martial Arts, Westworld and Black Mirror, Hong Kong food culture