**Yuying Zhang** yz3uj@virginia.edu ⎜ 510.277.2647

**Education**

**University of Virginia Charlottesville, VA** *Bachelor of Arts in Computer Science and Economics*  *December 2020*

GPA: 3.34 | Dean’s List | Minors: Entrepreneurship and Policy

Relevant Coursework: Competitive Strategy, Financial Accounting, Algorithms, Developmental Psychology

**Work Experience**

**Beacon Consulting Fellowship Washington, D.C.**

*Consultant May 2020-August 2020*

* Selected from a pool of 250+ economic students as the sole UVA undergrad to join the Beacon Fellowship; contributed to three distinct consulting engagements alongside former McKinsey consultants

*Selected Engagement Experience:*

**Product Management for Series A Funded $5M Marketing Startup**

* 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

**Customer Research Study for $3B Healthcare System**

* 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%

**Blueprint for Emerging Market ESG Transformation**

* 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

**Hitachi Vantara Herndon, VA**

*Business Analyst June 2019-August 2019*

* Acted as a liaison between the services departments and the compliance office; ensured that all key cybersecurity risks (i.e. record retention, data leakage, etc.) were identified and properly mitigated
* Enabled more efficient business processes through the introduction of automation techniques; designed and engineered a chatbot to answer any inquiries and reduce FTE requirements by 30%

**Leadership Experience**

**Women Entrepreneurship at UVA Charlottesville, VA**

*Co-founder and President*  *January 2020-November 2020*

* Founded and led a 40-member extracurricular club to raise awareness for female-led startups and increase their rate of partnerships with venture capital firms
* Fostered relationships with 20+ female-led startups in the UVA area: provided guidance and resources for equity financing, talent recruitment, client sourcing, and faculty mentorship

**Global Market Group**  **Charlottesville, VA**

*Investment Analyst September 2019-May 2020*

* Active manager of a student-run, full spectrum investment fund at UVA with $500K AUM; the fund was focus on four distinct investment strategies: Macro Events, Value Investing, Special Events, Risk
* Led the evaluation of Gaussian Robotics, a robotics startup in Shenzhen; led the closing of a successful $30K investment as part of a Series B round of funding

**Skills & Interests**

*International Experience:* Mandarin native speaker; studied in South Korea, Spain, Iran, Caribbean

*Technical Skills:* Fluent in Python, JavaScript, HTML/CSS, VBA, R, C++; public speaking; financial modeling

*Interests:* Authoring female-empowering fiction; hosting my cooking channel on cultural exchange recipes