**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: 3.84 | 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 startup on the launch of a new B2B analytics platform that improved conversion rate by 30%; worked with CEO by initiating and coordinating AGILE meeting through implementation
* Oversaw a team of six engineers daily as they translated business requirements from the C-suite into a production-ready product in 3 months; trained 25+ employees across company to introduce new product

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

* Advised a DC area healthcare system through an assessment of best practices with nationwide policies; leadership wanted to revise Community Assessment Plan and evaluate racial inequality
* Analyzed operational data via Python and redesigned client process pain points that limited access for minority communities; our analytical model forecasted a reduction rate of minority readmission by 30%

**Blueprint for Private Equity ESG Incorporation**

* Collaborated with two directors to produce a white paper outlining the emerging market industry standard and the environmental, societal, economic value from a corporate ESG transformation
* Formulated analysis on a $100M portfolio investment by a Latin hospitality group through competitor benchmarking and stakeholder interview; provided advice to the management and arranged donation

**Hitachi Vantara Herndon, VA**

*Cloud Engineer 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 valuation of Gaussian Robotics, a robotics startup in Shenzhen; led the closing of a successful $50K investment as part of a Series B funding presenting Chinese private capital market to American investors

**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