**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 [irrelevant not concise] that improved lead generations by 30% [not accurate]; worked with the CEO as product manager [no detail] from inception through implementation [not digestible hard to read]
* Advised and implemented a new B2B analytics platform that improved conversion rates by 30% through revenue operations; worked with the CEO as the only product manager from inception to close
* Advised a marketing consultancy on the launch of its first product, a B2B analytics platform that improved conversion rates by 30%; worked with CEO as the only product manager till implementation
* I set up weekly calls to provide structure and encourage group thinking while finishing product management tasks
* Advised a marketing consultancy on launching a production-ready B2B analytics platform that improved conversion rate by 30%; worked with CEO by initiating agile meetings
* Advised a marketing startup on the initial product launch of a B2B analytics platform that improved conversion rate by 30%; worked with CEO by 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
* Oversaw a team of­ six engineers daily as they translated business requirements [repetitive] from the C-Suite into a revenue-generating product; led a workshop for the 25+ employees to introduce the new product [weak]

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

* Advised a DC area healthcare system through an evaluation of its customer profiles [no detail]; leadership wanted to understand which demographics [show understand big picture] they served and ensure that there was no inadvertent discrimination [Washington national, blend SKN, ]
* Add prescreening process, written into community assessment plan, worked with high rank
* 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%
* Developed Python analytical model forecasting reduced rate of minority readmission by 30%; pitched new process model addressing identified pain points that limited access for minority communities
* 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 Private Equity ESG Integration**

* Collaborated with two directors to outline emerging market industry standard producing portfolio company ESG transformation white paper with environmental, societal and economic value
* 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
* Researched a Latin hospitality group for
* Supported execution of 100M investment for a Latin real estate group that successfully completed
* based on competitor benchmarking and stakeholder interview
* Formulated market analysis on industry trends and emerging market economy data
* xxx value that a corporate ESG transformation has on the
* industry standard of a
* the industry standard for a portfolio environment, society and governance transformation
* the route plan for, a corporate esg create ESG has on community, business recommendations to client
* • Research on emerging market economy data and make debt investment recommendations
* • Forecast oil & gas industry development and present analysis to management
* Collaborated with UVA professors [some special stakeholder] to produce a white paper [more transferrable] outlining the environmental, societal, and economic benefits a corporate ESG transformation has on the surrounding community [more about an investment case]
* Led research of a $25M Latin hospitality group [actually Gencom] that successfully completed an ESG transformation; interviewed C-suite executives and built economic model outlining the $100M [doesn’t mean anything to me here] in community investment [not just community]

**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