

# ETHAN YAO

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## EDUCATION

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**University of Minnesota, Twin Cities – Curtis L. Carlson School of Management** *Minneapolis, MN*  
*Bachelor of Science in Business – Marketing, Management Information Systems, GPA: 4.00, ACT: 35 May 2025*

- **Minors:** Interdisciplinary Design, Business Analytics, Philosophy
- **TA Positions:** Modeling Business Scenarios (Excel), Descriptive and Predictive Analytics (R), Data Modeling and Databases (SQL), Data Engineering (R), Intermediate Programming (Python), Strategic Management

## PROFESSIONAL EXPERIENCE

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**Carlson Consulting Enterprise, Marketing Strategy Consultant, Minneapolis, MN** *January 2023 – Present*

- Conduct a current state assessment of the SE MN early literacy ecosystem to orchestrate a marketing campaign targeting legal guardians, libraries, and community partners, estimated to improve pre-K test scores by 13%
- Constructed an early literacy model in R using data from census records and 23 expert interviews to identify MN library inadequacies and presented findings to 4 MN Department of Education committees

**Deloitte, Risk & Financial Advisory – Analytics & Technology Intern, Minneapolis, MN** *June 2023 – August 2023*

- Collaborated with engineers and designers to recommend AI-driven strategies for a Fortune 100 client's organization-wide business operations, projected to reduce costs by ~\$250,000 annually
- Investigated risks within a financial service client's data supply chain with data analytics and established clear data management practices to minimize data flow disruptions, forecasted to reduce server downtime by 25%

**ANKAA Project, Technology Consulting Intern, Athens, Greece** *January 2023 – May 2023*

- Interviewed 50+ displaced persons and nonprofit volunteers to analyze qualitative data based on personal experiences and implemented effective task prioritization to target key pain points among Greek refugees
- Created an automated onboarding process, online learning resources, and employee feedback forms for 173 displaced persons and 18 volunteers, improving operations efficiency by 43% and employee retention by 37%

## LEADERSHIP

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**Carlson School of Management, Student Ambassador, Emerging Leaders of Color Co-Lead** *May 2022 – Present*

- Develop key Carlson relationships with various stakeholders – Fortune 500 companies, private donors, and alumni – through tours and meetings, and raised over \$25,000 for facility renovations and construction
- Secured 28 undergraduate enrollment confirmations by organizing weekly campus tours and class sit-ins
- Assisted Carlson's Director of DEI with devising strategies to improve diversity recruiting efforts and coordinate weekly business professional development sessions for 250+ underrepresented high schoolers, increasing applications from students of diverse backgrounds by 4%

**Carlson Business Board – Undergraduate Student Government, VP of Finance** *April 2022 – Present*

- Maintain relations with 9 corporate sponsors and the Carlson Business Career Center to facilitate graduate and undergraduate career recruitment, acquiring \$27,000 for professional development-related events
- Spearheaded a team of 5 VPs to properly allocate a \$47,000 budget for undergraduate events with themes such as professional development, DEI, and career exploration, averaging at ~650 attendees across 8 events
- Forged pro bono consulting partnerships with 3 local businesses, oversaw recruitment to garner 353+ student applications, and mentored student consultants in scoping, research, and analysis phases of the project cycle

## ACTIVITIES

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- **Philosophy Club, President**, discuss philosophical topics with professors, fellow students, and outside experts
- **iridescencefashion, Founder, Model**, highlighting food insecurity through fashion magazines and shows
- **Honors Research Program, Research Assistant**, support a project to help improve police/community relations

## ADDITIONAL INFORMATION

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- **Skills:** Mandarin, R, Radiant, SQL, Java, Python, Microsoft Suite (Visio, Project), Google Suite, JMP, Jira
- **Interests:** education, mahjong, bouldering, triathlons, League of Legends, eco-fashion, Sudoku, Wikipedia