

ETHAN YAO

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EDUCATION

University of Minnesota, Twin Cities – Curtis L. Carlson School of Management

Minneapolis, MN

Bachelor of Science in Business – Marketing, Management Information Systems, GPA: 3.97, ACT: 35

May 2025

- **Minors:** Business Analytics, Philosophy
- **Honors:** UMN Presidential Scholarship, UMN Honors Program, Carlson Future Business Leader Winner
- **TA Positions:** Modeling Business Scenarios (Excel), Descriptive and Predictive Analytics (R), Data Modeling and Databases (SQL), Data Engineering (R), Intermediate Programming (Python), Strategic Management, Principles of Marketing

PROFESSIONAL EXPERIENCE

Mastercard, Incoming Product Management Intern, New York City, NY

Summer 2024

Carlson Consulting Enterprise, Marketing Strategy Consultant, Minneapolis, MN

January 2023 – December 2023

- Conducted 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, designers, and marketers to gather feedback and recommend AI-driven profit 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, devised value propositions, 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 and expedite product development
- Wrote 14 detailed user stories and created an automated onboarding process, employee feedback forms, and online learning resources for 173 displaced persons and 18 volunteers, improving time efficiency and employee retention by 43% and 37%

Deloitte, Discovery II Intern, Minneapolis, MN

June 2022 – August 2022

- product

LEADERSHIP

Carlson School of Management, Student Ambassador Co-Lead, Emerging Leaders of Color Co-Lead

May 2022 – Present

- Develop key Carlson relationships with various stakeholders – Fortune 500 companies, private donors, prospective students, and alumni – through tours and meetings, and raised over \$25,000 for facility renovations and construction
- Assist Carlson's Director of DEI with managing diversity recruiting efforts and weekly professional development workshops 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

- **Philosophy Club, President**, discuss and present philosophical topics with professors, fellow students, and outside experts
- **iridescencefashion, Founder, Model**, highlight food insecurity through fashion magazines and quarterly fashion shows
- **Honors Research Program, Research Assistant**, research impact of gender and female leadership on team dynamics
- **Bouldering Club, Lead Instructor**, host weekly workshops to teach the fundamentals of indoor and outdoor rock climbing

ADDITIONAL INFORMATION

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