

# YUBIN ZHANG

+1 (650) 575-5921 | yubinzhang2026@u.northwestern.edu | Evanston, IL

## EDUCATION

### Northwestern University

Evanston, IL

B.S. in Journalism (Integrated Marketing Communications), Economics; Minor in Psychology

Expected Jun 2026

- **Cumulative GPA:** 3.6/4.0 | **SAT:** 1500/1600
- **Relevant Coursework:** Business of Journalism, Strategic Communication, Industrial Economics, Foundations of Corporate Finance Theory, Macroeconomics, Microeconomics

## PROFESSIONAL EXPERIENCE

### Acer Capital

Shenzhen, China

Growth Equity Summer Analyst

Jun 2023 – Aug 2023

- Summarized news and reports into client-facing weekly newsletters and created LP-facing presentations
- **Selected Transaction Experience: Pre-IPO Copper Manufacturer Due Diligence**
  - Conducted research on a pre-IPO copper manufacturer, including market sizing and competitive mapping; concluded that the company's unique customer profile ensured stable cash flow and recession resilience
  - Performed operational due diligence including in-person factory visits, pricing analysis, and supply chain evaluations; identified 7 key upstream risks by analyzing supplier data and conducting expert interviews
  - Developed a bottom-up financial model, including revenue build, financial statements analysis, and public comparables; line-item projections used by investment team to adjust predictions in valuation model

### 1st Detachment

Detroit, MI

Digital Marketing Intern

Apr 2023 – Oct 2023

- Created and edited 100+ videos from company podcasts, achieving over 2 million views and growing the 1st Detachment social media account presence from zero to over 15,000 followers across platforms in 3 months
- Redesigned company's marketing strategy to appeal to the younger generations such as Gen Z and Gen Alpha, emphasizing short-form videos and KOL-driven advertising; successfully rebranded company's image over 6 months

### IDEO

Palo Alto, California

Business Development Intern

Oct 2018 – Jun 2019

- Developed Excel database for 420 prototypes, enabling efficient tracking of toy age, type, and design phase to improve inventory management and forecast demand characteristics of locations to optimize distribution
- Produced video highlighting new design products, enhancing aesthetic appeal and consistent visual style

## LEADERSHIP & EXTRACURRICULAR EXPERIENCE

### National Society of Leadership & Success

Evanston, IL

Northwestern Chapter Founder & President

Oct 2023 – Present

- Established chapter at Northwestern University, collaborating with advisors to develop strategic long-term plan
- Recruited and led a 12-member executive board out of 50+ applicants; developed promotion and marketing strategies over 8 months, ensuring successful organization launch with 90 projected general members
- Organized 5+ leadership training, networking, fundraising, and guest speaker events; secured official recognition, collaboration and sponsorship from the Northwestern University Center for Leadership

### Research Project – UCSB

Santa Barbara, CA

Student Researcher

Jun 2021 – Aug 2021

- Contributed to research report "Texting, Calling, and Zooming, Oh My: Young Adults' Communication Preferences During the COVID-19 Pandemic," analyzed social impacts using ANOVA tests on over 150 participants and compiled results
- Utilized a 7-point Likert Scale to survey communication preferences of 38 teenagers, with findings indicating preference for face-to-face communication over computer-mediated communication during pandemic

## ADDITIONAL INFORMATION

**Languages & Technical Skills:** English (Native), Mandarin (Native), Financial Modeling, Canva, Microsoft Suite (Excel), STATA, Python, Digital Marketing (TikTok, Instagram, YouTube)

**Other Activities:** Young Americans for Freedom, Powerlifting Club, Table Tennis Club

**Interests:** Ping Pong (Varsity Athlete), Weightlifting (385, 225, 505 SBD), Cooking (Italian), Poker, Philosophy