

Yihui Yap

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EDUCATION

University of Virginia (UVA) | Charlottesville, VA
Major: B.A. in Applied Statistics, Double Major in Economics
Awards: Dean's List (all semesters), Van Lung Scholar for Ping Pong Diplomats (Fall 2023)

Aug 2023 – May 2026
Graduating Early
GPA: 3.95/4.0

PROFESSIONAL EXPERIENCE

Accenture | *Management Consulting Summer Intern* May 2025 – Present

- Support innovation strategy in the aviation industry for a major international airport by evaluating manufacturing technologies and identifying opportunities for future internal and external product development using Confluence
- Collaborate with stakeholders to define a product vision and roadmap for a new travel experience app using PowerPoint, enhancing user experience by translating ideas into refined features and optimizing operational workflows
- Conduct market research on suitcase tracking technologies by analyzing competitor products and user reviews; compiled findings into a report using Figma that outlined actionable feature rollout strategies to address user pain-points

UVA Office of Admission | *Culture & Development Chair (Admission Intern)* Jan 2024 – Present

- Organize and lead weekly internal meetings consisting of professional development and bonding initiatives for a team of 50 interns, fostering team cohesion and culture while managing logistics and programming within a limited budget
- Deliver 2-3 weekly campus tours, achieving an average satisfaction rating of 4.93/5.00 by tailoring messaging to diverse prospective students, families, and visitors while aligning with institutional messaging
- Support front desk operations and respond to inquiries by navigating ~60,000 applications annually in CRM platform Slate, tracking applicant materials to ensure timely and accurate admissions processing

UVA Contemplative Sciences Center | *Student Advisor* Jan 2024 – Present

- Provide student stakeholder perspective for strategic launch of a new 57,000 sq. ft. well-being center; leveraged online and offline engagement to drive 3x increase in event participation over 4 months
- Support PR efforts by securing earned media coverage for the Center's launch and programming by pitching story angles and coordinating interviews with UVA's student newspaper; contribute and create content for social media strategy
- Plan and execute weekly community wellness events ranging from 10-500+ attendees, including yoga sessions, wellness festivals, and Pomodoro study groups, promoting student well-being and engagement

DeVries Global | *Marketing & Public Relations Summer Intern* May 2024 – Aug 2024

- Produced bi-annual, monthly, daily media coverage reports with Excel and PowerPoint for client review by compiling performance metrics across various digital publications using Meltwater, Google Analytics, social media platforms etc.
- Amplified brand visibility for Versace, Dyson, Gentle Monster, and ASICS, by managing press and influencer campaigns that yielded up to 17.5M+ impressions and \$800K in earned media value
- Analyzed regional competitor campaigns and developed insights decks to guide client briefing and PR seeding strategies

UVA School of Data Science | *Research Assistant* Jan 2024 – May 2024

- Researched on ways to improve course inclusivity and accessibility using qualitative and quantitative data from focus groups and UVA's historical syllabus database, developing actionable recommendations under a \$10,000 DEI grant
- Published and presented a research paper and template syllabi to the UVA Center for Teaching Excellence, analyzing digital teaching tools on Canvas such as NameCoach and automatic captioning to enhance classroom engagement

Access Communications | *Public Relations Intern* Feb 2024 – Jun 2024

- Produced 35+ detailed media reports monthly using Excel and PowerPoint, up to ~\$500M in monthly PR value (a 700% year-over-year increase) for luxury clients including Versace, Gentle Monster, Armani Group, and Shanghai Tang
- Designed and implemented an Excel-based sample tracking system to streamline inventory management, reducing time spent by 30% and improving operational efficiency

LEADERSHIP & EXTRACURRICULAR EXPERIENCE

Virginia Consulting Group & ENACTUS | *Project Lead* Aug 2024 – Present

- Lead 5-person team in delivering strategic recommendations to paid retirement advisory client PARCO; built scalable financial models across 3 revenue streams, enabling data-driven decisions in insurance, wealth management, and annuities
- Design customer acquisition strategy for paid client Taste Supply, using hypothesis-driven surveys (Qualtrics, Google Forms) and data analysis (R, Excel) to refine brand positioning and optimize channel mix
- Support website redesign and develop strategies to increase catering visibility among UVA students for pro-bono client Multiverse Kitchens, through market research and creative outreach (e.g. organizing free cooking classes)

Club Table Tennis at UVA | *Varsity Team, Social Chair* Aug 2023 – Present

- Lead UVA's Mixed and Women's Table Tennis team to Divisional, Regional, and National level tournaments, achieving championship titles by leading weekly practice sessions, strategizing team lineups, and organizing logistical support
- Design, schedule, and post trend-driven, relevant content that aligns with audience interests, which increased Instagram engagement by 1,133% for a club with ~1,000 followers

SKILLS

- Technical:** Microsoft 365, Google Suite, Programming (Python, R, SQL), Media Editing (DaVinci Resolve, Canva)
- Hobbies:** Cooking, V-logging, Video Editing, Table Tennis Coaching and Umpiring, Thrifting