

Yiying Zhang

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EDUCATION:

Princeton University, Princeton, NJ, USA

Expected May 22, 2026

B.S.E. in Electrical and Computer Engineering

Minors: Near Eastern Studies, History and the Practice of Diplomacy, Arabic Language & Culture

RELEVANT EXPERIENCE:

Strategy and Marketing Innovation Intern, *Rapido*, Bengaluru, India

June 2024 - August 2024

- Designed and implemented two original marketing campaigns impacting over 1 million drivers in 10+ cities across India. Achieved a 10% increase in ride numbers in major cities, 30% more cost effective than previous campaigns.
 - Created *Drive2Win*: A lottery-based driver retention program incentivizing weekly ride completions through prizes and easy-to-understand marketing tailored to attracting the majority illiterate gig worker population in India
 - Created *Referral+*: A multi-tiered referral system rewarding commissions based on referee distance traveled, boosting recruitment and sustaining driver engagement.
- Conducted extensive research on Bangalore's gig economy to align campaigns with local demographics, key routes, and operational hotspots, expanding insights to other major cities like Hyderabad and Delhi.
- Collaborated directly with the VP of Operations to streamline project implementation, synthesize insights, and develop data-driven strategies to position Rapido as a leader in India's ride-hailing market.

Legal Associate Intern, *Haiwen & Partners*, Beijing, China

December 2023 - January 2024

- Assisted in an international joint venture negotiation with Clifford Chance between two leading global agricultural firms in the UK and China by preparing documents, translating contracts, and supporting senior partners.
- Conducted legal due diligence for an AR/VR startup acquisition, leveraging my engineering background to clarify technical details and analyze the company's market position.
- Researched Chinese regulatory bodies and major sector regulations to address foreign client inquiries.

Traffic Systems Engineering Intern, *NoTraffic*, Tel Aviv-Yafo, Israel

June 2023 - August 2023

- Developed and tested novel deicing solutions for traffic sensors deployed on 500+ units globally.
- Built from scratch a industry-standard traffic sensor icing test facility, saving over \$100k in contracting costs.
- Pioneered ultrasonic deicing technology for traffic systems, creating prototypes and leading rigorous testing processes.

Project Lead & Hardware Engineering, *Diablo Escapes*, Walnut Creek, CA, USA

June 2021 - August 2022

- Designed and constructed the largest escape room facility in the city, generating over \$100k in annual revenue.
- Led an engineering team to develop mechatronic puzzle systems, circuit boards, and a universal escape room control system.
- Standardized designs for puzzle elements, improving efficiency and scalability for future projects.

LEADERSHIP & PROJECTS:

President, *Princeton Entrepreneurship Club*

June 2024 - Present

Director and Co-founder of Startup Incubator

September 2022 - May 2024

- Manage the largest student organization at Princeton: \$500k annual budget, 20+ corporate sponsors, 15 subteams, and over 550 members, impacting more than 3000 students
- Manage the largest startup incubator program at Princeton. Incubated 7 startups, with one backed by VCs.

Co-founder, COO, *Curbon*

December 2023 - Present

- Co-founded Curbon, a sustainability-focused startup providing environmental analysis and impact labels for consumer goods.
- Designed and implemented a pilot program with L2 Brands, the largest U.S. collegiate apparel brand, launching in the Princeton University Store (April 2023). Two more pilots with UScape Apparel are set to launch at UC Irvine in Fall 2025.
- Developed strategies integrating sustainability metrics into consumer decision-making via interactive QR codes.

SKILLS:

Relevant Skills: Excel, MS Office Scripts in Excel (TypeScript), Python, Project Management Tools (Notion, Trello)

Creative Skills: Graphic Design, Marketing Video Production, Photoshop, Premiere Pro, Illustrator, Web Design (NextJS)

Languages: Mandarin (Native), English (Native), Arabic (Conversational)