

Yating Zhang

+86 13768517197 yz1097@duke.edu www.linkedin.com/in/yating-zhang-766645381

EDUCATION

Duke Kunshan University (DKU) & Duke University Degree

Behavioral Science with tracks in Economics (DKU)

Behavioral Science with tracks in Economics (Duke)

□ GPA: 3.58/4.0; Dean's List: Spring 2026

□ Courses: MATH105, ECON201...

□ President of DKU Consulting Club

Class of 2029

Kunshan, China

Durham, U.S.

PROJECT EXPERIENCE

CHI|Founder

Oct 2025-Present

Lifestyle wellness Startup (Independent Project)

Kunshan, China

Founded CHI, a wellness startup focused on integrating scent, food, and mindfulness into daily healing experiences; secured ¥10,000 in launch funding and receive institutional recognition through university incubator.

Led end-to-end business development for a 5 member team, including market research, branding, product design, and go-to-market strategy.

Built the project's social media, launched MVP, and collected 100+ initial user feedback to validate the concept.

Mangusta Capital | Investment & Startup Analysis Extern

Sep 2026-Present

Screened startups and conducted market research across Vertical AI and Vertical SaaS, evaluating market size, competitive positioning, business models, and growth potential.

Remote

Developed investment theses and contributed to startup analysis and investment memos.

L'Oréal Brandstorm 2026

Jan 2026-Apr 2026

Team Member

Kunshan, China

Conducted market research to identify consumer needs and market opportunities in fragrance and emotional wellness market.

Developed yours, y, a fragrance gift set that transforms scent into a tangible expression of emotional commitment and personal connection, defining its concept, value proposition, and packaging experience over 8 weeks.

Produced promotional content and designed the final presentation poster, brand website.

DKU co-innovation×Suzhou Six Arts Museum

Jan 2026-Nov 2026

Team Member

Kunshan, China

Conducted research and developed the curatorial concept and content strategy for an exhibition on Qing-dynasty Suzhou Wedding.

Coordinated curation, spatial planning, execution for the DKU Library exhibition.

LEADERSHIP & SERVICE

DKU Consulting Club

Oct 2025-Present

President

Kunshan, China

Led 10 member executive team

Organized 2 consulting workshops and sharing events, conducting seven-week consulting skills learning program.

Managed regular club operations and recruitment, and increased club membership to 200 students.

Connected students with alumni and industry professionals.

ADDITIONAL INFORMATION

Languages: English (fluent), Mandarin (native)

Skills: Python, Adobe, R language, MS Office, Canva, Public Speaking, Social Media Marketing

Awards: 24NKMUN honorable mention, incubator institutional recognition

Interests: Fitness, yoga, guqin, cooking, music, reading, films