

Charlene (Haoyu) Yang

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EDUCATION

Babson College, School of Business | Bachelor of Science in Business Administration

May 2028

GPA: 3.45/4.0

Campus Affiliations: CODE (President 25–26), Product Building & Jamming (EVP 25–26), Babson Dance Ensemble (VP of PR 26)

Awards: Best Design (Wellesley Hackathon 2024), Best Innovation (Civic Hackathon 2025), 1st Place (Babson Buildathon 2025)

Kyoto University, Graduate School of Management | Short-term Exchange Student

Mar - Jun 2026

Yonsei University, Underwood International College | CIEE Student

Aug - Dec 2026

PROFESSIONAL EXPERIENCE

PayPal

Shanghai, CHN

Risk Strategy Intern

May 2026 – Jul 2026

- Developed risk framework for virtual-product merchants, enabling differentiated assessment across 8 segments.
- Built merchant risk scores using historical data and predictive trend analysis to determine credit-reserve requirements.
- Designed reserve strategies by risk tier and payment model, reducing modeled potential loss exposure by 10%.

Perfect World

Shanghai, CHN

Business Analytics Intern

Nov 2025 – Mar 2026

- Built repeatable data pipelines that identified 40+ growth opportunities for boosting in-app user engagement rates.
- Automated recurring reports, reducing manual processing time by 67% and improving reporting accuracy by 15%.
- Evaluated user social media trends across competitors to support initiatives that increased engagement by 25%.

FountainVest

Shanghai, CHN

Analytics and Research Intern

Aug 2024 – Dec 2024

- Spearheaded social media presence research on over 30 F&B firms in China to investigate acquisition opportunities.
- Conducted intensive research on the Southeast Asia F&B industry to provide a list of 60+ potential firms of interest.
- Evaluated possible acquisition targets utilizing Pitchbook and Excel to assist in closing a \$14M deal.

In My Eyes

Shanghai, CHN

Marketing and Operations Intern

Jun 2024 – Aug 2024

- Built IME website prototype and participated in designing the brand visual identity and marketing assets.
- Facilitated marketing research by focus group studies in LA and New York, and created the visual brand pack.
- Conducted data scraping for competitor analysis and innovated IME's customer relations management system.

SWUFE & Stanford Summer Internship

Sichuan, CHN

Research Intern

Jun 2023 – Jul 2023

- Guided interviews with 10+ parents, spending 200+ hours with Stanford China Center's parental training initiative.
- Utilized Excel to assess 100+ qualitative and quantitative data to evaluate effectiveness of the initiative.
- Gathered direct feedback from trainers to change inventory prepared to increase focus for children during training.

NetEase

Shanghai, CHN

Strategy Intern

Jun 2020 – Aug 2020

- Facilitated market research amongst 30+ teenagers by interviews to determine factors triggering emotional purchases.
- Analyzed viewership preferences of trending anime and short-form content, boosting market effectiveness by 20%.
- Identified consumer behavior due to engaging with anime culture in entertainment sector by deep-dive interviews.

PROJECT EXPERIENCE

Entrepreneurship Zhixing

Suzhou, CHN

Leader

Aug 2020 – May 2024

- Led 13 students to earn bronze at ASDAN regionals; spoke at TEDx Changshu on sustainable consumer habits.
- Raised \$270,000 for a campus social space; designed and managed the vending and operations system.
- Organized E-week with 600+ attendees and speaker events; designed and taught an entrepreneurship curriculum.

SKILLS & INTERESTS

Languages: English (native), Mandarin (native), French (intermediate), Japanese (conversational)

Technical Skills: Python (Pandas, data analysis), SQL, Excel (financial modeling, PivotTables), PowerPoint, S&P Capital IQ, PitchBook, Bloomberg Terminal, Cursor, R, Minitab, Vibe Coding

Finance & Analytics: CFA Level I preparation, financial modeling, equity research, risk analysis, data visualization

Certifications: Bloomberg Market Concepts, LaunchX Entrepreneurship Program

Interests: Investment research, Blockchain, Asian economies, fashion and visual design, photography, hip-hop dance, soccer