

Huixiu (Francesca) Ma

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EDUCATION

Duke Kunshan University (DKU) & Duke University Dual Degree

Class of 2029

- Intended Majors: Molecular Bioscience / Data Science / Applied Mathematics
- Courses: Integrated Science – Biology; International Political Economy; Introduction to Applied Statistical Methods
- Clubs: Core Member of Travel Club, REACH Club

LEADERSHIP

Travel Club Online Platform Management

09/2025

WeChat Official Account Content & Event Planner

Kunshan, China

- Participated in WeChat Official Account content production, focusing on documenting club activities and members' travel experiences: Created authentic content (activity highlights, personal experience sharing, feedback summaries) with vivid, relatable narratives for the community.
- Attended regular internal team meetings to discuss event organization (e.g., itinerary planning, participant needs, logistics coordination), contributing ideas to refine activity schemes.
- Collaborated to optimize content structure and narrative logic, enhancing readability to preserve activity memories, strengthen members' emotional connections, and boost community engagement.

Core Member of REACH Club at Duke Kunshan University

10/2025

Event Coordinator

Kunshan, China

- Led the "Big Questions, Young Citizens" project, overseeing end-to-end volunteer management: designed and coordinated training programs to enhance volunteer competency, streamlined collection of invoices and personal data, and executed stipend distribution with 100% accuracy and timeliness.
- Volunteered in diversity-focused board game initiatives, curating inclusive activities to foster cross-cultural communication and mutual understanding among participants, contributing to a 30% increase in engagement rate for community-building events.

EXPERIENCES

U-Corp × DREAM Co-branding Project

09/2025

Xiaohongshu Marketing Specialist (Smart Ring Promotion)

Kunshan, China

- Curated 5 Xiaohongshu posts (style-diversified text content & unboxing video content) for the new smart ring, highlighting core features (health monitoring, long battery life, minimalist design) via scenario-based storytelling to enhance appeal.
- Led weekly internal team meetings and biweekly alignment sessions with Dreame stakeholders, real-time sharing campaign progress and adjusting strategies collaboratively based on feedback.
- Conducted post-performance analysis (traffic, engagement metrics) and optimized content direction dynamically to match user preferences.

Sino-Foreign Model United Nations Conference 2025 (SFMUN)

10/2025

Reuters Correspondent, Media Center

Kunshan, China

- Analyzed complex UNEP negotiations on the Paris Agreement, NDCs, and carbon markets to track evolving positions and identify core disputes.
- Produced over 10 daily briefs and an exclusive interview under tight deadlines, driving awareness of critical issues like climate finance gaps and CBAM debates among conference participants.
- Engaged directly with multiple delegations to verify facts and incorporate diverse viewpoints, ensuring the reporting accuracy and balance that supported informed debate.

ADDITIONAL INFORMATION

Languages: Chinese Mandarin (Native), English (Proficient)

Skills: R, PPT, Xiaohongshu Platform Management, excel (basic), CapCut

Awards: 1st Prize in Jiangsu Area at the 20th FLTRP CUP National English Speech Competition for Schools

Interests: Reading ("A Thousand Days of Reading" awardee), Piano (Grade 10 Certificate, National Piano Examination), Latin Dance (Level 12 Certification), Short Video Editing