**CINDY CAI**

c.cai@duke.edu • (919)-358-5194 • Durham, NC • <https://www.linkedin.com/in/cindy-cai-9807191b1/>

**EDUCATION**

**DUKE UNIVERSITY, The Fuqua School of Business** Durham, NC

***Master of Management Studies*** *May 2025*

Merit Scholarship Recipient

**The University of Melbourne** Melbourne, Australia

***Bachelor of Commerce*** *Dec 2023*

Weighted Average Mark: 82.09/100, First Class Honors, Majoring in Economics and Finance

2022 BCom Ambassador, Open Day & Orientation Panelist

**TRANSLATED WORKS**

**CHILDREN’S STORY,** [**老虎模特**](https://docs.google.com/document/d/1L3FNFtbEiJs2ShqHXhyAFuDDeZYmeB_u/edit?usp=sharing&ouid=112091381189576136203&rtpof=true&sd=true)

* Translated a whimsical narrative about a playful tiger posing as a statue, maintaining the original's humor and cultural nuances for an engaging and authentic reading experience

**CHINESE FICTION,** [**烈火浇愁**](https://drive.google.com/file/d/1hOrqOHgaAIJtO3y4zLfjACw6jgPEdNCW/view?usp=sharing)

* Translated part of the Chinese fiction story and authored the English subtitles, ensuring accurate and culturally resonant adaptation

**CHINESE ESSAY,** [**红颜祸水**](https://drive.google.com/file/d/1OHFd1innltf5Fl5r7CYbraHD4fX0JL05/view?usp=sharing)

* Translated the comprehensive analysis on the archetype of 'femme fatale' in global mythologies and literature

**CHINESE COMMENTARY,** [**演员**](https://docs.google.com/document/d/1swco5vAkKM_9XT75elUHSSfCifjPQG7F/edit?usp=sharing&ouid=112091381189576136203&rtpof=true&sd=true)

* Translated a Chinese article on the acting profession, focusing on the utilization of modern English

**WORK EXPERIENCE**

**UNPAC** Sydney, Australia

***Marketing Associate*** *Jul 2023 – Oct 2023*

* Devised and implemented a marketing plan with tailored strategies for various customer segments, establishing clear objectives and actionable steps focused on brand and content marketing
* Amplified the company's LinkedIn presence, increasing impressions from zero to several hundred, with a 474% initial boost by conducting in-depth research for content generation, creating engaging infographics, and posting twice per week
* Strengthened fundraising efforts by designing a 5-year strategic product roadmap and constructing a 10-year financial forecast using Excel modeling
* Revamped the company's landing page to ensure a seamless customer journey, achieving a 13% increase in website traffic
* Provided essential support for day-to-day business operations, with a particular emphasis on sales and marketing functions

**DELOITTE, Deloitte Access Economics Climate and Energy** Melbourne, Australia

***Summer Vacation Financial Advisory Intern*** *Nov 2022 − Feb 2023*

* Evaluated international climate and hydrogen policies to measure and estimate future industry trends, providing actionable insights to impact client business operations
* Investigated the projected cost of electricity, pinpointing growth opportunities within the Australian Green Steel industry, and delivering data-driven recommendations
* Collaborated with the analyst team to create five comprehensive requests for proposals (RFPs), conducting extensive research and visualizing industry overviews, project impacts, delivery stages, and presenting initial project evaluation frameworks to stakeholders

**OSCAR OLIVER CAPITAL** Melbourne, Australia

***Marketing & Finance Officer*** *Jun**2022 – Sep 2022*

* Drafted the company's business plan within a 2-week period, detailing the business overview, departmental functions, services, and future business developments
* Coordinated a team of four in researching and analyzing social media platforms, utilizing public platform data, identifying key market segments, and devising detailed target audience personas
* Assembled event budgets and assisted the administration team in planning and coordinating two successful stakeholder events
* Built internal sales plan and discounted cash flow analysis model with Excel

**LANPLUS AUSTRALIA** Melbourne, Australia

***Business Intern*** *Jan 2022 – Mar 2022*

* Prepared outsourcing business proposal addressing areas of commercial opportunities, competitors, risks and mitigation strategies, and secured a partnership for the company
* Developed business strategy focused on marketing and maintaining customer relationships for two new products transitioning from B2C to B2B sale
* Addressed more than 50 customer inquiries and secured relevant sales on Facebook

**WILL EDUCATION** Melbourne, Australia

***VCE Economic Tutor*** *Dec 2020**– Nov 2022*

* Researched, organized, and took full responsibility for conducting more than 4 hours of lessons each week
* Reviewed and improved on ways of elucidating theory and concepts to meet the needs of students on a one-on-one basis
* Communicated with administrative staff weekly to schedule class timings and keep track of students' progress

**LEADERSHIP & INVOLVEMENT**

**DREAMKT** Remote, International

***Project Consultant*** *Jun**2023 – Sep 2023*

* Delivered a holistic review and strategic overhaul for an NPO, guiding the management team’s practices by undertaking comprehensive issue analysis spanning management, volunteer coordination, event execution, donation administration, and social media engagement
* Spearheaded interviews with more than 10 volunteers and organizational members, yielding invaluable insights informing strategic solutions tailored to the NPO's specific challenges regarding volunteer recruitment, management and off-boarding
* Executed three comprehensive marketing initiatives, encompassing strategic rebranding, content marketing strategies, and marketing campaigns

**180 DEGREES STUDENT CONSULTING CLUB** Melbourne, Australia

***Project Consultant*** *Mar 2022 – May 2022*

* Analyzed the possibility and pathways of starting and running a research publication in a team of 8 to provide strategic recommendations for the Australian Childhood Foundation

**CASE COMPETITIONS**

[**ECONOMICS STUDENT SOCIETY OF AUSTRALIA, Public Policy Case Competition**](https://drive.google.com/file/d/1IYwrid7Wde9VXC8pkTqQND15V6BAc3-s/view?usp=sharing)Melbourne, Australia

***Team Leader*** *Apr**2023 – Apr 2023*

* Led a multidisciplinary team of 4 as the Team Leader and Lead Analyst to develop blockchain technology-centered solutions for improving the interoperability of Australia's digital health system
* Formulated a technology-centered recommendation presented through an economic lens, demonstrating its feasibility and potential impact
* Advanced to the heats of the competition, and received acclaim for excellence and the creativity of proposed solution

[**BCG x 180 DEGREES CONSULTING, Business Case Competition**](https://drive.google.com/file/d/1OnvPSfpZWavKWENt0B8qdptbRS_WAWGF/view?usp=sharing)Melbourne, Australia

***Team Leader*** *Mar**2022 – Apr 2022*

* Secured Top 3 in the competition by developing a comprehensive product, marketing, market expansion, and pricing strategy based on in-depth competitor and target segment analysis
* Advised the client as a business ambassador post-competition, attending monthly meetings to support their go-to-market strategy

[**MELBOURNE MICROFINANCE INITIATIVE, Case Competition**](https://drive.google.com/file/d/1GWZDBvkLVYGe-IRWaJyA94FCjTKP55DE/view?usp=sharing)Melbourne, Australia

***Team Leader*** *Aug 2021 – Aug 2021*

* Delegated a first-year team of four in formulating a solution to a consulting case on Ekphatthana Microfinance Initiative over two weeks and achieved Top 9 in the school-wide competition

**ADDITIONAL INFORMATION**

**Skills & Certifications:** MS Excel (proficient), [Tableau](https://www.credly.com/badges/cf57761c-ae2f-49cf-bd75-cd1d0d362719/public_url), R, Python, [Project Management](https://www.coursera.org/account/accomplishments/verify/GCLJKWLDK7WM)

**Languages:** Bilingual in English and Chinese at a native level  
**Citizenship:** United States and Australian citizen