

Adam Kaufman

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EDUCATION

Washington University, Olin Business School, St. Louis MO

May 2019

- Major: Economics & Strategy; Minor: International Business
- Cumulative GPA: 3.84/4.0; Dean's List
- GMAT: 750 (98th percentile)

WORK EXPERIENCE

DoorDash, New York, NY

April 2021 – Present

Senior Associate, Merchant Strategy

Mars & Co, Greenwich, CT

September 2019 – March 2021

Associate Consultant

- Designed and executed market sizing analyses and financial models. Conducted primary and secondary research. Contributed to strategic and operational thinking. Supported interactions with Fortune 500 clients.
- Project experience: competitive landscape & threat analysis, financial impact of external disruptions, price architecture optimization, size of prize product analysis, global strategic assessment.
- Industry experience: consumer packaged goods (snacks, non-alcoholic beverages), consumer/commercial tires.

SeatGeek, New York, NY

June 2018 – December 2018

Consultant (Previously Marketing Intern)

- Managed strategic influencer marketing campaigns that generated over \$40k in incremental revenue. Identified and evaluated endorsers, negotiate deal terms, draft contracts, and analyze KPIs to track campaign success.
- Executed viral marketing promotion around MLS All-Star Game to build brand affinity and highlight corporate partnership.

TNT Express (FedEx), Sydney, Australia

March 2018 – May 2018

Intern

- Performed cost analysis on \$40 million air freight network to assess strategic alternatives. Created dynamic Excel dashboard to model freight volume and expense by city.
- Developed automated invoice reconciliation process. Analyzed and reported on feasibility of freight consolidation proposals.

Bridgeport Bluefish, Bridgeport, CT

June 2017 – August 2017

Public Relations & Baseball Operations Assistant

- Ran official Twitter account to provide game updates to 5,000 followers and assisted in gameday operations.
- Coordinated and arranged player interviews with local media outlets. Supervised press members during batting practice.

Arch Grants, St. Louis, MO

January 2017 – May 2017

Student Communication Consultant

- Recommended communication strategies to promote applicant diversity in Arch Grants' startup competition. Performed cost-benefit analysis for each recommended communication strategy.
- Analyzed Arch Grants' past channels of communication to identify possible shortcomings or unintended messaging.

LEADERSHIP AND ACTIVITIES

WashU Sports Analytics

August 2015 – May 2019

Senior Advisory Board (Previously VP of Data)

- Conducted in-depth research and analysis on sports events and trends. Created new metrics and models designed to represent past performance and predict future outcomes.

WUnderground Satirical Newspaper

August 2015 – May 2019

Staff Writer (Previously Treasurer)

- Authored articles, created graphics, and contributed to content providing humorous takes on timely topics relating to the WashU community and broader world. Assisted in social media efforts to reach wider audience.

Baseball Prospectus

March 2017 – August 2018

Staff Writer (Previously Research/Features Intern)

- Composed in-depth research articles about the New York Mets. Provided analysis and perspective leveraging data from various statistical databases. Credentialed as press to attend Mets games. Supplemented research articles with input from Mets players.