

TUCKER ADAMS

Tucker.adams@duke.edu • Durham, NC

EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business and Nicholas School of the Environment

Durham, NC

Masters of Business Administration, Masters of Environmental Management

May 2020

GMAT 770; [MEM/MBA Club Communications Chair](#); [Duke Energy Week volunteer](#).

BROWN UNIVERSITY

Providence, RI

BA Economics, BA Biology

May 2011

GPA: 3.6; Vice Commodore of sailing team.

EXPERIENCE

MAXPOINT, INC

[Marketing technology company focused on granular geographic ad targeting and measurement.](#)

Lead Business Analyst, Business Analytics

Raleigh, NC

2016 – 2017

- Identified process improvements for common campaign delivery and performance issues and wrote scripts using Python and SQL to automate them. These programs saved 75+ hours per week and increased total Business Analytics team (13 members) productivity by over 30%.
- Only analyst chosen to coach and mentor direct report who continues productively with the company.

Senior Business Analyst, Business Analytics

Raleigh, NC

2015 – 2016

- Coordinated [six](#) Engineering, PM, and Analytics teams to resolve major data processing shortfall saving combined 45 hours/week and \$170k+ per year in wasted expenditure.
- Top recipient of monthly performance- and accuracy-based bonus out of 10 Analysts.
- Managed Business Analytics internal product improvement process. Led weekly meetings with senior directors and implemented project management software that reduced turnaround time by 50% on over 35 internal product improvements.

Business Analyst, Business Analytics

Raleigh, NC

2014 – 2015

- Exceeded client performance expectations using new audience identification and targeting strategies that created over \$1.5MM in incremental client spend over initial contracts.
- Designed targeting strategies and optimized performance for over 600 digital advertising campaigns worth over \$29.5MM for clients including Dell, Verizon, Geico, and Lowes.
- Used SQL, Python, Impala, Hadoop, [and](#) Spark software to analyze billions of records [to](#) drive targeting decisions.

BRIGHTROLL

New York, NY

Software company focused on digital video advertising; acquired by Yahoo in 2014.

2011 – 2014

Campaign Manager, Media

- Analyzed internal and third party data to identify optimal customer segment and website targeting to maximize performance of advertising campaigns totaling \$7MM+ revenue in 2012 and \$10MM+ in 2013.
- Led [three](#)-person team to manage monthly Media cost accounting including coordinating 20+ third party vendors, 30+ international employees, [\\$35MM+](#) in annual costs.
- Used Excel to consolidate data from [four](#) internal and [third party](#) sources to assess viability of a \$100k+ media [campaign that](#) was run successfully and exceeded profit goals.

MUNCHCARD

Providence, RI

Off-Campus meal plan startup.

2011 – 2012

Co-Founder

- Created student and partner contracts, negotiated with prospective restaurant partners, and helped direct company strategy and operations.
- Achieved over \$500K in transaction volume, 35 partner restaurants, and 1,500+ student clients.

ADDITIONAL INFORMATION

Hobbies: [Hockey](#), [hiking](#), [camping](#), [diving](#).

Community: [Most recently volunteered 3 hours per week as high school Math tutor with Wake Tech Adult Volunteering Educational Services helping students earn high school equivalency degrees.](#)