

# Cole Makuch

Economics, Philosophy, Computer Science & Design

School | **Home**

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## WORK EXPERIENCE

### **EduRain, St. Louis — Operations Intern**

**June 2019 - September 2020**

**Authored** grant applications for Arch Grants, TechStars, and others that attained 'finalist' standing for over \$75K in funding

**Created** company pitch decks and supplemental materials, including the Executive Summary and decks presented to SoftBank, Techstars, Arch Grants, and other funding sources.

**Refined** business model through one-on-one collaboration with CEO, mentors, and stakeholders, and contributed input to key strategic decisions

**Coded** early company landing page in HTML and CSS

### **Reverb.com, Chicago — Marketing Intern**

**September 2014 - December 2018**

**Co-managed** over \$1M in monthly digital marketing spend across Facebook, Instagram, Google, and Snapchat

**Personally Ran** Snapchat ad campaign with \$70K budget, including content creation

**Managed** European Facebook app install campaign that delivered 15K installs at \$1.72/install, 31% below target of \$2.50/install

**Expanded** and oversaw \$20K/month Google AdWords instrument category campaign with periodic Return on Ad Spend (ROAS) of over 13:1

**Wrote** algorithms to automatically generate responsive ad titles for Google SearchAds360 vinyl record ads, based on data from listings

## EDUCATION

### **Washington University in St Louis, St. Louis — Majors in Economics & Philosophy, Minors in CS & Design**

**September 2017 - December 2020 | GPA: 3.51/4**

**Business Director** - Sharing With A Purpose, a 501c3 non-profit organization ('17-)

**Music Director & House Band Member** - Kids on Campus Sketch Comedy. Asynchronously recorded full band arrangements and songs for two shows during COVID-19 pandemic (Director '19-, Band Member '17-)

**President** - Performing Musicians Resource Group. Maintained musical student practice space on campus, and booked performing opportunities for student bands at St. Louis venues ('18-)

**Teaching Assistant** - MEC 471, Econometrics. Only TA for the course, hosted weekly office hours ('20)

## PROJECTS

**Sold** over \$180K worth of musical instruments through my personal shop on Reverb.com

**Created** and managed Facebook and AdWords campaigns for a handful of private clients, including a backpack company and an iOS app

**Built** personal website, music page, and a company landing page using HTML, CSS, and Javascript

**Produced** full albums for four bands, including one that received a 50-tape release from a Philadelphia-based music label. [Link to my full music portfolio.](#)

## SKILLS

**Programming Languages** - Java, HTML, CSS, Javascript, Swift (iOS development), Python

**Business (Soft)** - Team Leadership & Organization, Startup Funding, Public Speaking, Grant Writing

**Business (Hard)** - Microeconomics, Firm Theory, Econometrics, Statistics, Industry Analysis

**Marketing Tools** - Facebook Business, Google AdWords, SearchAds360, Snapchat Publisher

**Team Management** - GitHub, Trello, Slack, Basecamp, Chartio, Asana

**Adobe Suite** - Photoshop, Illustrator, After Effects, Premier, InDesign

**Statistics Software** - STATA, SPSS

**Music** - Guitar, Bass, Drums, Analog Sound Design, Music Recording & Production, Band Arrangement, Ableton Live