

COLE MAKUCH

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EDUCATION

WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL, St. Louis MO
Bachelor of Science in Business Administration
Majors in Economics and Strategy and Philosophy, Minor in Computer Science

May 2021

- GPA: 3.39/4

NORTHSIDE COLLEGE PREPARATORY HIGH SCHOOL, Chicago IL
High School

June 2017

- National AP Scholar, Varsity 16" Softball, Varsity Bowling, Varsity Track and Field, Mu Alpha Theta, Chinese Honor Society
- GPA: 5.15/4

WORK EXPERIENCE

REVERB.COM, LLC, Chicago IL

September 2014- September 2017

Reverb.com is the world's largest third-party online marketplace for musical instruments, vinyl, and music production software.

Content and Inventory Intern

- Pitched and developed university-affiliated student discount model currently piloting @ <https://reverb.com/page/wustltest>
- Served as in-house expert on vintage guitars, addressing potential counterfeits and assisting customer service and the content team with inventory-related questions
- Audited and organized sales information from on-site transactions to build back-end pricing data
- Published five articles on guitars and related content as a freelance content contributor
- Affixed UPC information to backlogged inventory
- Developed and wrote copy for on-site product-specific Price Guides and Comparison Shopping Pages
- Directed and produced employee recruiting video with team of interns

PERSONAL MUSICAL INSTRUMENT SALES

2013-Present

- My virtual Reverb Store generated over \$70,000 in sales in 2017 @ reverb.com/shop/gear-outlet-5
- Invest revenue for acquiring new inventory and college tuition

SHARING WITH A PURPOSE, St. Louis MO

2017-Present

Sharing With A Purpose (SWAP) is Washington University's only student-run 501(c)(3) registered non-profit that recirculates used clothing, school supplies, and appliances throughout the community through sales at the beginning and end of semesters and at their everything-is-always-free on-campus storefront.

Business Development Intern

- Currently spearheading back-end database redesign with help from the Washington University Computer Science department
- Assist customers at storefront for three hours a week, including closing storefront at end of shift

ACTIVITIES

- Kids on Campus Sketch Comedy: House Band (bass and guitar), write potential material for upcoming show
- Sharing With A Purpose (SWAP)
- Mariachi Band: Guitarron player
- Performing Musicians' Resource Group: lend personal instruments to student producers and bands
- Bassist for Student Band *Doug Addicts*
- Jazz Combo: bass guitar

SKILLS/INTERESTS

- *Computer Skills*—Java, HTML, CSS, Photoshop, Ableton Live, GIMP, Office Suite, Basecamp, Slack, Trello, Chartio
- *Interests*—Guitar, Bass Guitar, Trumpet, Vocals, Music Production, Running, Cycling, Photography