Cole Makuch

Economics, Philosophy, Computer Science & Design

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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: 3.57/4

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. Sole 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