

Cole Makuch

Economics & Philosophy & Computer Science

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EXPERIENCE

EduRain, St. Louis — Operations Intern

June 2019 - Present

Authored grant applications from the Balsa Foundation, ITEN, Arch Grants, and the St. Louis Chamber Diverse Business Accelerator with CEO

Developed pitch decks for presentations with investors, refining messaging based on expert feedback

Participated in key business conversations with potential stakeholders including ECMC, Softbank, angel investors, and potential lead investors

Created 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

Owned \$70K Snapchat ad campaign, 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

Developed algorithms to generate responsive ad titles for Google SearchAds360 vinyl record ads

EDUCATION

Washington University in St Louis, St. Louis — Economics & Philosophy, Minor in Computer Science

September 2017 - December 2020 | GPA: 3.51/4

President - Performing Musicians Resource Group ('18-)

Music Director & House Band Member - Kids on Campus Sketch Comedy (Director '19-, Band Member '17-)

DJ - KWUR 90.3 FM ('18-)

Player - WashU Griffins Rugby ('18-)

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

Board Member - Student Entrepreneurship Program Student-Run Business Board (19-)

PROJECTS

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

Supervised development of \$2,600 storefront checkout system for Sharing With A Purpose that records customer activity to a SQL database

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

Built personal website and music page using HTML, CSS, and Javascript

Recorded drums that sound really good

SKILLS

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

Business (Soft) - Team Leadership & Organization, 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

Other Software - Office Suite, STATA, SPSS, Photoshop, Ableton Live

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