

# COLE MAKUCH

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*I am an interdisciplinary thinker at heart with a diverse set of skills and experiences I have acquired from exploring academic, professional, and extracurricular interests.*

## CAREER EXPERIENCE

### **REVERB.COM, LLC, Chicago IL**

**September 2014- Present**

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

#### *Digital Marketing Specialist*

**August 2018-Present**

- Remote work managing day-to-day paid marketing tasks on Facebook, Google AdWords & SearchAds 360.

#### *Marketing Intern*

**May 2018-August 2018**

- Created and optimized paid ad campaigns with Google AdWords, Facebook Marketing & Snapchat Publisher.
- Built and managed European app install Facebook campaign that drove 15K installs at 31% below target CPI of \$2.50.
- Expanded and audited inventory category-based Google AdWords Search campaigns with \$20K monthly budget, with a Return on Ad Spend (ROAS) of over 13:1.
- Wrote algorithms that built responsive search keywords & ad copy in industry-leading inventory-aware vinyl record search ad campaign.

#### *Content and Inventory Intern*

**September 2014-September 2017**

- Published articles on guitars and related content as a freelance content contributor.
- Built spreadsheets to index active inventory with information allowing for compatibility with marketing channels.
- Wrote copy for site Landing Pages to improve customer experience & drive SEO.
- Audited and organized sales information from on-site transactions to build pricing database.

### **PERSONAL MUSICAL INSTRUMENT SALES**

**2013-Present**

- Sold over \$134K in personal inventory on Reverb @ [reverb.com/shop/gear-outlet-5](https://reverb.com/shop/gear-outlet-5) to fund college tuition.

### **SHARING WITH A PURPOSE, St. Louis MO**

**2017-Present**

Sharing with a Purpose is a 501(c)(3) non-profit student-run business that facilitates the open exchange of physical materials as well as knowledge-based resources among members of the Washington University and larger St. Louis communities.

#### *Director of Business Development*

- Oversee top-level opportunities for improving SWAP's internal structure & engaging with the Student-Run Business community.
- Redesigned \$1.6K back-end SQL database with help from the Washington University Computer Science department.

## EDUCATION

### **WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL, St. Louis MO** **Bachelor of Science in Business Administration**

**May 2021**

Majors in Economics and Strategy & Philosophy, Minor in Computer Science

## ACTIVITIES

- Business Director: Sharing With A Purpose ('18-)
- President: Performing Musician's Resource Group ('18-'19)
- House Musician: Kids on Campus Sketch Comedy ('17-)
- DJ: KWUR 90.3 FM ('18-)

## SKILLS/INTERESTS

- *Computer Skills*—Java, HTML, CSS, Photoshop, Ableton Live, Office Suite, Google AdWords, Facebook Marketing, Snapchat Publisher, Basecamp, Slack, Trello, Chartio
- *Interests*—Guitar, Bass Guitar, Music Production, Running, Cycling, Photography