

COLE MAKUCH

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EDUCATION

WASHINGTON UNIVERSITY IN ST. LOUIS, St. Louis MO

May 2021

Bachelor of Science in Business Administration, GPA: 3.47/4

Majors in Economics and Strategy (Business) & Philosophy (Arts & Sciences), Minor in Computer Science (Engineering)

CAREER EXPERIENCE

EDURAIN, St. Louis MO

June 2019-August 2019

EduRain is an all-inclusive higher ed financial resource that helps users file the FAFSA for free, find and win scholarships with AI writing assistance, and fund off-campus housing with 0% APR student loan advances.

Communications Intern

- Authored consistent company messaging for use in grant applications, social media & landing pages.
- Developed & designed company landing page @ edurain.org using HTML and CSS, pitch and slide decks for investors.
- Co-authored grant applications with founder, including a successful application to the BALSA Foundation that directly paid for my internship.

FREELANCE DIGITAL MARKETING

September 2018 - Present

Create copy and manage Facebook, Instagram, and AdWords campaigns for private clients, including:

- HateFreeFries.com, BOTA Backpack (www.shopbota.com), Arch App (iOS)

REVERB.COM, LLC, Chicago IL

September 2014- December 2018

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

Digital Marketing Specialist

August 2018-December 2018

- Remotely managed day-to-day paid marketing tasks on Facebook, Google AdWords, Snapchat & SearchAds360.

Marketing Intern

May 2018-August 2018

- Created and optimized paid ad campaigns with Google AdWords, Facebook Marketing.
- Owned content creation, targeting, and ad scheduling of \$70K Snapchat ad campaign.
- Built and managed European app install Facebook campaign that drove 15K installs at 31% below target CPI of \$2.50.
- Expanded and audited 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 AdWords keywords & ad copy in inventory-aware vinyl record search ad campaign.

Content and Inventory Intern

September 2014-September 2017

- Wrote and published articles on guitars and related content as a freelance content contributor.
- Built intelligent spreadsheets to tag active inventory with necessary GTIN information.
- 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.

SHARING WITH A PURPOSE, St. Louis MO

2017-Present

Sharing with a Purpose is a student-run 501(c)(3) non-profit that provides affordable used appliances and school supplies to students during move-in and operates a free clothing & school supply storefront on campus during the academic year.

Director of Business Development

- Managed top-level opportunities for improving SWAP's internal structure & relationships with other student-run businesses.
- Served on oversight board of student-run businesses.
- Directed \$1.6K SQL database development to track storefront effectiveness.
- Oversaw 10-person team for annual student move-in, generating over \$7K in revenue from donated appliances.

ACTIVITIES

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

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, Drumming, Music Production, Running, Cycling, Photography