

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 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