

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.

Marketing Intern

May 2018-Present

- Create and optimize paid ad campaigns with Google AdWords and Facebook Marketing
- Direct and film copy for Reverb LP vinyl advertisements
- Build and manage Snapchat ad campaign

Content and Inventory Intern

September 2014-September 2017

- Pitched and developed university-affiliated student discount model currently piloting @ <https://reverb.com/page/wustltest>
- Served as in-house expert on vintage guitars, addressing potential counterfeits and assisting customer service and the content team with inventory-related questions
- Audited and organized sales information from on-site transactions to build back-end pricing data
- Published five articles on guitars and related content as a freelance content contributor
- Affixed UPC information to backlogged inventory
- Developed and wrote copy for on-site product-specific Price Guides and Comparison Shopping Pages
- Directed and produced employee recruiting video with team of interns

PERSONAL MUSICAL INSTRUMENT SALES

2013-Present

- My online Reverb shop generated over \$70,000 in sales in 2017 @ reverb.com/shop/gear-outlet-5
- Invest revenue for acquiring new inventory and 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

- Spearheaded back-end SQL database redesign with help from the Washington University Computer Science department
- Assist customers at storefront for three hours a week, including closing storefront at end of shift

EDUCATION

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

May 2021

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

ACTIVITIES

- Kids on Campus Sketch Comedy: House Band (bass and guitar)
- Sharing With A Purpose (SWAP)
- Performing Musicians' Resource Group, President ('18-'19): host on-campus practice space and lend equipment and instruments to student musicians and music groups.
- Jazz Combo: bass guitar

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