

COLE MAKUCH

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EDUCATION

OLIN SCHOOL of BUSINESS at WASHINGTON UNIVERSITY in ST. LOUIS ---Class of 2021

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

NORTHSIDE COLLEGE PREPARATORY HIGH SCHOOL, Chicago IL

National AP Scholar, Varsity Softball, Varsity Bowling, Varsity Track and Field, Mu Alpha Theta, Chinese Honor Society



WORK EXPERIENCE

REVERB.COM, LLC

September 2014-Present

Content and Inventory Intern

- 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 with inventory-related questions
- Audited and organized sales information from on-site transactions to build back-end pricing data
- Freelance content contributor – Five published articles
- Affixed UPC information to backlogged inventory
- Developed and wrote copy for on-site product-specific Price Guides and Comparison Shopping Pages
- Directed and produced recruiting video with team

PERSONAL BUSINESS ENDEAVORS

2013-Present

- My virtual Reverb Store generated over \$50,000/year in instrument sales at reverb.com/shop/gear-outlet-5
- Investing revenue toward acquiring new inventory and college tuition
- Started with a \$300 seed in 2011

ACTIVITIES

- *Member*—Varsity Band (Trumpet), Performing Musicians Resource Group, WUducers, Running Club

SKILLS/INTERESTS

- *Computer Skills*—Java, HTML, CSS, Photoshop, Ableton Live, GIMP, Google Sheets, PowerPoint, Basecamp, Slack, Trello, Chartio
- *Language Skills*—Elementary Chinese proficiency
- *Interests*—Guitar, Bass Guitar, Trumpet, Vocals, Running, Cycling

REFERENCES

Daniel Orkin, Director of Content at Reverb.com: dano@reverb.com