

# Cole Makuch

Economics & Philosophy & Computer Science

School | **Home**

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## EXPERIENCE

### **EduRain, St. Louis — *Communication Intern***

**June 2019 - August 2019**

**Authored** grant applications from the Balsa Foundation, ITEN, and the St. Louis Chamber Diverse Business Accelerator with CEO

**Developed** pitch decks for presentations with investors, refining messaging based on expert feedback

**Created** company landing page in HTML and CSS

### **Reverb.com, Chicago — *Marketing Intern***

**September 2014 - December 2018**

**Co-managed** over \$1M in monthly digital marketing spend across Facebook, Instagram, Google, and Snapchat

**Owned** \$70K Snapchat ad campaign, including content creation

**Managed** European Facebook app install campaign that delivered 15K installs at \$1.72/install, 31% below target of \$2.50/install

**Expanded** and oversaw \$20K/month Google AdWords instrument category campaign with periodic Return on Ad Spend (ROAS) of over 13:1

**Developed** algorithms to generate responsive ad titles for Google SearchAds360 vinyl record ads

## EDUCATION

### **Washington University in St Louis, St. Louis — *Economics & Philosophy, Minor in Computer Science***

**September 2017 - December 2020 | GPA: 3.46/4**

**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-)

**Business Director** - Sharing With A Purpose, a 501c3 non-profit organization ('17-)

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

## PROJECTS

Sold over \$160K worth of musical instruments through my personal shop on Reverb.com

Developed \$2.6K storefront checkout system for Sharing With A Purpose that records customer activity to a SQL database

Created and managed Facebook and AdWords campaigns for a handful of private clients, including a backpack company and an iOS app

Recorded drums that sound really good

## SKILLS

**Programming Languages** - Java, HTML, CSS, Swift (iOS development)

**Marketing Tools** - Facebook Business, Google AdWords, SearchAds360, Snapchat Publisher

**Team Management** - GitHub, Trello, Slack, Basecamp, Chartio, Asana

**Other Software** - Office Suite, STATA, SPSS, Photoshop, Ableton Live

**Music** - Guitar, Bass, Drums, Analog Sound Design, Music Recording & Production, Band Arrangement