

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 - May 2021 | GPA: 3.51/4

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

Supervised development of \$2,600 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

Built personal website and music page using HTML, CSS, and Javascript

Recorded drums that sound really good

SKILLS

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

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