**COLE MAKUCH**

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**EDUCATION**

**WASHINGTON UNIVERSITY in ST. LOUIS, OLIN BUSINESS SCHOOL May 2021**

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

**NORTHSIDE COLLEGE PREPARATORY HIGH SCHOOL, Chicago IL GPA: 5.15/4 June 2017**

National AP Scholar, Varsity 16” Softball, Varsity Bowling, Varsity Track and Field, Mu Alpha Theta, Chinese Honor Society

**WORK EXPERIENCE**

**REVERB.COM, LLC, Chicago IL September 2014- September 2017**

Reverb.com is the world’s largest third-party online marketplace for musical instruments, vinyl, and music production software.

*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 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 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 recruiting video with team of interns

**PERSONAL MUSICAL INSTRUMENT SALES 2013-Present**

* My virtual Reverb Store generated over $50,000 in sales in 2017 @ reverb.com/shop/gear-outlet-5
* Investing revenue toward acquiring new inventory and college tuition

**SHARING WITH A PURPOSE, St. Louis MO 2017-Present**

Sharing With A Purpose (SWAP) is Washington University’s only student-run 501(c)(3) registered non-profit that recirculates used clothing, school supplies, and appliances throughout the community through appliance sales at the beginning and end of semesters and at their everything-is-always-free on-campus storefront.

*Business Development Intern*

* Currently spearheading back-end 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

**ACTIVITIES**

* Kids on Campus Sketch Comedy: House Band (bass and guitar), writing potential material for upcoming show
* Sharing With A Purpose (SWAP)
* Mariachi Band: Guitarron player
* Performing Musicians’ Resource Group: contribute personal instruments to production products among student bands on campus
* Bassist for Student Band (*Doug Addicts*)
* Jazz Combo: bass guitar

**SKILLS/INTERESTS**

* *Computer Skills*—Java, HTML, CSS, Photoshop, Ableton Live, GIMP, Office Suite, Basecamp, Slack, Trello, Chartio
* *Interests—*Guitar, Bass Guitar, Trumpet, Vocals, Music Production, Running, Cycling, Photography