

# Cole Makuch

Strategy Consultant @ IBM  
colemakuch.com

## WORK EXPERIENCE

### IBM, NYC — *Senior Consultant, Industrial Comms*

January 2022 - Present

**MDM Lead**, coordinating Master Data Management (MDM) methodologies and technology to support migration of back office systems for NYSE-listed data service provider

#### *Consultant, Enterprise Strategy*

January 2023 - March 2023

**Migration Analyst**, assessment of legacy technical infrastructure for data service provider

#### *Associate Consultant, Enterprise Strategy*

January 2022 - December 2022

**Business Analyst**, cash assessment of one of the US' largest mortgage servicers

**Technical Project Manager**, design and rollout of Salesforce CPQ/CRM Analytics integration for global battery company

**Product Strategy Analyst**, product rationalization for large data firm

**AI Research Team Contributor** for Reinforcement Learning Decision Optimization tool

### Rax Trax Recording, Chicago IL — *Studio Intern*

November 2021 - January 2022

### Half Acre Beer, Chicago IL — *Host*

August 2021 - October 2021

### EduRain, St. Louis MO — *Operations Intern*

June 2019 - September 2020

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

September 2014 - December 2018

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

**Wrote** algorithms to automatically generate responsive ad titles for Google SearchAds360 vinyl record ads, based on data from listings

## EDUCATION

**Washington University in St Louis**, St. Louis MO —  
*Double-Major in Economics and Philosophy, Minors in Computer Science, Design, and Studio Art*

September 2017 - May 2021

## PROJECTS

**Built** [multiple websites](#) using HTML, CSS, and Javascript

**Contributed** Reinforcement Learning models in Python based on business problems derived from consultants, as well as [novel research](#) that yielded multiple publications

**Directed** [501c3 non-profit free clothing storefront](#), including running annual collection, storage, and sales of over \$5k in appliances

**Created** and managed Facebook and AdWords campaigns for a handful of private clients, including a [backpack company](#) and an iOS app

**Produced** [hundreds of songs and dozens of full-length albums](#) for multiple bands, utilizing up to 24 tracks of top-of-the-line analog outboard and post-production gear

## SKILLS

**Programming Languages** - Java, HTML, CSS, Swift, Python

**Business (Soft)** - Team Leadership & Organization, [Writing](#), Public Speaking, Project Management

**Business (Hard)** - Microeconomics, Firm Theory, Econometrics, Statistics, Industry Analysis, Microsoft Office

**Adobe Suite** - Photoshop, Illustrator, After Effects, Premier, InDesign

**Statistics Software** - STATA, SPSS

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

**Music** - Analog Sound Design, [Music Recording & Production](#), Band Arrangement, Outboard Hardware, Session Planning, Cable Coiling, Ableton Live

**Misc. Skills** - [Darkroom Photography](#), Carburetor Cleaning, [Appraising Vintage Guitars](#), Distance Running, Fishing