Cole Makuch

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colemakuch.com

Strategy Consultant @ IBM

WORK EXPERIENCE

IBM, Buffalo NY — *Senior Consultant*

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 — *Recording 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 Majors in Economics and Philosophy, Minors in Computer Science, Design, and Studio Art*

September 2017 - May 2021 | GPA: 3.57/4

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 annual collection, storage, and sales of over $5k in appliances for a non-profit, including hauling hundreds of fridges and microwaves to storage

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

Produced full-length albums for multiple bands that have received international press coverage and physical label releases

SKILLS

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

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

Business (Soft) - Team Leadership & Organization, Writing, Public Speaking, Project Management

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

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

Statistics Software - STATA, SPSS

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