Cole Makuch

Associate Enterprise Strategy Consultant

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colemakuch.com

WORK EXPERIENCE

IBM, Buffalo NY — *Associate Strategy Consultant*

January 2022 -

Analyst for cash assessment of one of the US' largest mortgage servicers

Project Manager for global Salesforce integration design and rollout for publicly-traded battery company

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

November 2021 - January 2022

Set up and tore down recording sessions, ranging in size from one-microphone vocal recordings to 30-plus input full-band tracking

Half Acre Beer, Chicago IL — *Host*

August 2021 - October 2021

Managed reservation system and waitlist for almost 40 outdoor tables, ensuring proper pacing for servers and kitchen

Performed various stocking, cleaning, and opening/closing activities

EduRain, St. Louis MO — *Operations Intern*

June 2019 - September 2020

Worked one-on-one with CEO and an Agile team of developers, serving as tech-articulate liaison between business wants and development

Authored grant applications for Arch Grants, TechStars, and others that attained 'finalist' standing for over $75K in funding, as well as pitch decks and supplemental materials like executive summaries

Refined business model through one-on-one collaboration with CEO, mentors, and stakeholders, and contributed input to key decisions

Coded early company landing page in HTML and CSS

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 — *Majors in Economics & Philosophy, Minors in CS, Design & Studio Art*

September 2017 - May 2021 | GPA: 3.57/4

PROJECTS

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

Built multiple websites using HTML, CSS, and Javascript

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

SKILLS

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

Business (Soft) - Team Leadership & Organization, Startup Funding, Public Speaking, Grant Writing

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

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

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

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

Statistics Software - STATA, SPSS

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