

# Cole Makuch

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colemakuch.com

Enterprise Strategy Consultant

## WORK EXPERIENCE

### **IBM**, Buffalo NY — *Associate Enterprise Strategy Consultant*

January 2022 - Present

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

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

**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

**Collaborated** 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 by working with CEO, mentors, and stakeholders, and contributed input to key business 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 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

**Coded** Reinforcement Learning models in Python based on real-world business problems derived from consultants

**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 rock albums for multiple artists that have been reviewed by major publications and received tape releases from multiple independent labels

## 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, Soldering, Appraising Vintage Guitars, Distance Running, Fishing