

Cole Makuch

773-383-0020 | colemakuch@gmail.com
colemakuch.com

Strategy Consultant

WORK EXPERIENCE

IBM, Buffalo NY — Consultant, Enterprise Strategy

January 2022 - Present

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

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 received international press coverage and physical 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, Appraising Vintage Guitars, Distance Running, Fishing