

Cole Makuch

Enterprise Strategy Consultant

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colemakuch.com

WORK EXPERIENCE

IBM, Buffalo NY — Associate Enterprise Strategy Consultant

January 2022 -

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

Project Manager for global Salesforce integration design and rollout for global 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 Computer Science, Design & Studio Art

September 2017 - May 2021 | GPA: 3.57/4

PROJECTS

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 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 artists, including one that got a physical tape release from a Philly-based independent label

SKILLS

Programming Languages - Java, HTML, CSS, Javascript, Swift (iOS development), 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 - Guitar, Bass, Drums, Analog Sound Design, Music Recording & Production, Band Arrangement, Ableton Live

Misc. Skills - Darkroom Photography, Carburetor Cleaning, Soldering, Appraising Vintage Guitars, Distance Running, Fishing