

Caleb W. Quartey

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EDUCATION

Tufts University, Medford, MA — B.A. in Economics; Minor in Entrepreneurship *Expected May 2027*
The Fletcher School at Tufts University, Medford, MA — Graduate Certificate in Global Business *Expected 2027*
Relevant Coursework: Marketing Management • The Science of Sales • Strategic Management

PROFESSIONAL EXPERIENCE

Google, Mountain View, CA — Associate Product Marketing Manager Intern, Google Ads *May – Aug 2026*

- Owned go-to-market end to end for an agentic workspace product across research, positioning, messaging, enablement, and launch, authoring the marketing plan covering stakeholders, timeline, messaging architecture, and customer pain points
- Built the launch's source pipeline: deployed Gemini Enterprise agents to surface candidates, then evaluated 130+ sources personally for scope fit and external viewability before stakeholder review
- Secured sign-off across sales and multiple marketing product areas up to director level, for an audience of tens of thousands of advertisers
- Partnered with design to produce launch creative and defined the campaign's success criteria (click-through rate, overall usage)

Percolate Magazine, Boston, MA — Co-Founder & Director of Production *Mar 2026 – Present*

- Co-founded an independent fashion and creative publication; own production across a three-person founding team, including publishing cadence, deadlines, and whether each issue ships
- Shipped two issues in the publication's first five months alongside a website and social presence, clearing the issue-one-to-issue-two gap where most independent publications fail
- Sourced and negotiated an in-kind venue partnership at no cost for the first live event, selling on concept before the title had audience metrics to offer; tasked by the founding team with commercializing the publication from pre-revenue

Tesla, Boston, MA — Sales Advisor *Aug 2025 – May 2026*

- Sourced and developed ~\$5M in influenced pipeline across a ~9-month tenure while working ~30 hours per week as a full-time student, owning customers from first touchpoint through pre-close handoff
- Managed the in-house CRM to run customer journeys from initial contact through post-purchase onboarding; ran multi-channel outreach across phone, SMS, and email

Tufts University, Medford, MA — Teaching Assistant, Entrepreneurial Marketing *Jan – May 2026*

- Advised a six-person student team through a semester-long go-to-market engagement with WellAware, an industrial AI and remote-asset-monitoring company
- Owned the client relationship, serving as the communication channel to the company's Chairman/CEO and President/COO across a four-month engagement
- Led team working sessions and final presentation prep, reviewed all research and strategy materials before they reached the client, and evaluated individual and team performance

ADDITIONAL EXPERIENCE

Di.Visionz Studios, Boston, MA — Founder & Photographer *Oct 2023 – Present*

- Built and sustained a freelance studio for three years alongside full-time coursework, serving 50+ clients across 100+ shoots with zero paid acquisition, growing entirely through referral and repeat business
- Raised rates ~30% on a value and positioning basis; demand held, confirming the prior rate was below market

MarkIT AI, Boston, MA — Sales and Marketing Intern *May – Aug 2025*

- Ran self-sourced outbound at a six-person startup, sustaining 100+ outreach contacts per week across Instagram, TikTok, email, and SMS, building the prospect list independently and producing all content personally

IPv4 by Hilco, Boston, MA — Client Engagement Team (Course Project) *Jan – May 2025*

- Co-authored a 60-page go-to-market and sales plan for a fall launch as one of six, working with the client's senior management

LEADERSHIP & COMMUNITY

Kappa Alpha Psi Fraternity, Inc., Tufts University — Vice President *Mar 2024 – Present*

- Held three offices concurrently for over two years: Vice President (Vice Polemarch), Treasurer, and Social Media Chair
- Managed \$10K+ in chapter funds across two years as Treasurer, covering dues, social programming, and volunteer initiatives

Boston Summer Run Club, Boston, MA — Founder *Summer 2025*

- Started and ran a run club for college students interning in Boston, building community among newcomers to the city

CORE COMPETENCIES

Product Marketing • Go-to-Market Strategy • Positioning & Messaging • Launch Planning • Sales Enablement • Market Research • CRM

CERTIFICATIONS

Google AI Professional Certificate (Google Career Certificates) • HubSpot Inbound Marketing & Inbound Sales Certifications

Google Project Management Professional Certificate (in progress)

SKILLS & INTERESTS

AI Model Fluency • Adobe Creative Suite • Photography • Canva • Poetry • Running