

# SAMUEL QUARLES

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## EDUCATION

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UNIVERSITY OF CALIFORNIA, BERKELEY, CDSS

Berkeley, CA

B.A. in **Computer Science** Minor in **Political Economy (STED)**

- **Relevant Coursework:** Data Analysis, Economics, Statistics, Advanced Mathematics, Machine Learning, Probability Theory, Artificial Intelligence, Computer Security, Discrete Mathematics, Machine Structures
- **Involvements:** Cal Men's Swimming & Diving (National Runner-ups), Student Athlete Business Network, Student Athlete Advisory Committee

## WORK EXPERIENCE

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**Adobe** | Business Development Representative Intern

May 2026 – July 2026 | San Francisco, CA

- Incoming BDR Intern Summer 2026

**Synced424** | Co-Founder

September 2025 – Present | Berkeley, CA

- Led company formation + ops: drove Delaware C-Corp setup planning, cap table + founder governance.
- Owned legal + IP protection: drafted NDA + employee/equity agreements with vesting, and IP assignment.
- Built early GTM + hiring: created LinkedIn roles, recruited first hires, and launched synced424.com + messaging.

**Woyage AI** | Business Development Representative

May 2025 – Aug 2025 | Remote

- Analyzed Apollo/Mailshake campaign data by industry and persona; built a Sheets dashboard and weekly readouts to **retarget high-converting segments**, improving demo quality and advancing pipeline for the **GTM team**.

**Lane Line Recruiting** | Chief Technology Officer

May 2025 – Present | San Diego/Remote

- Built and maintained **KPI dashboards** and automated reporting for user acquisition and retention.
- Led **go-to-market strategy** with pipeline management and revenue growth analysis.
- Drove **data-driven marketing** and implemented CRM integrations to enhance efficiency.

**YouTube** | Content Creator

Feb 2018 – Present | Remote

- Grew personal YouTube channel "**LonerFN**" to **30,000** subscribers, **8,100,000** views, and **45,800,000** impressions
- Developed advanced SEO expertise through managing and optimizing content for my YouTube channel

**SwimSwam** | Product Manager

Aug 2021 – Feb 2022 | Remote

- **Launched SwimRecruitNews:** led market research, positioning, and KPI goals to grow coverage, engagement, and positive sentiment in the swim recruiting niche.
- **Drove business outcome:** packaged metrics and strategy into an exec-ready brief and sold the IP to SwimSwam, setting the venture up for post-acquisition growth.

## ACTIVITIES

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**Cal Men's Swimming** | Student - Athlete

Aug 2023 – Present | Berkeley, CA

- As a member of the National Runner-Up Cal Bears, I have earned **CSCAA Academic All American Honors**
- Prior to College I was ranked as the **24th Overall Recruit** in the Class of 2023, earned multiple Junior National Titles, while setting a Junior National Record along with **27 San Diego Swimming Records**.

## SKILLS

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**Hard Skills:** Python, **SQL** (Oracle), C, Java, Databases, Google Sheets/Excel (modeling), Tableau, **Automation**, KPI/metrics, Experiment tracking, **Benchmarking**, Rubric-based evaluation, Test case design, Performance reporting, Salesforce CRM, Pipeline analytics, **Revenue forecasting**, Market research

**Soft Skills:** Strategic planning and **prioritization under ambiguity**; structured problem solving and root-cause analysis; executive communication and concise stakeholder updates; **cross-functional collaboration** across sales, ops, and technical partners; project planning, ownership, and deadline-driven execution; **analytical writing**