Carlo Doroff

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EDUCATION

University of Miami Business School — **Coral Gables, FL**
Bachelor of Business Administration in Entrepreneurship — Expected May 2028

Y Combinator Startup School — **San Francisco, CA**
Summer 2026

WORK & LEADERSHIP EXPERIENCE

Morsa — **San Francisco, CA**
Founding GTM Lead — Aug 2026 – Present

- Building Morsa's North American go-to-market function from the ground up for an AI operations platform serving manufacturers.
- Designed the outbound infrastructure across Attio, Lemlist, Clay, email, and LinkedIn, including account sourcing, enrichment, deduplication, sequencing, and pipeline management.
- Own ICP development, messaging, prospect research, discovery, and early-stage pipeline generation with manufacturing executives and plant leaders.
- Translate customer conversations into structured product feedback for the founding team, connecting operational pain points to potential AI workflows.

Craze Inc. [Acqui-Hired] — **Miami, FL**
Founder & CEO — Aug 2025 – Aug 2026

- $80K raised from Atheneum Ventures and Jackson Square Ventures; scaled team from 1 to 4 FTE.
- 4 paying brand pilots in first 2 months, including national-scale engagement with Celsius.
- Engineered full-stack AI interview platform (joincraze.com) solo, end-to-end; delivers Gen Z consumer insights in hours vs. 6–13 week industry standard.
- Grew panel to 10,000+ verified college students across 198 campuses; booked 1–3 customer meetings daily via multi-channel outbound; won top award at UM Startup Lab Demo Day.

Curvature Securities, LLC — **Miami, FL**
Investment Banking Intern Analyst — Jan 2026 – Apr 2026

- $3.3M private placement as sole placement agent for Inuvo (NYSE: INUV), refined investor materials and prep
- Organized deal-team contact infrastructure and conference planning

EcoShield Pest Solutions — **Winchester, MA**
Door-to-Door Sales Representative — May 2025 – Aug 2025

- Generated $107K+ in contract value in one summer, including $26K in a single week; reached #1 rookie in the nation for highest initial contract value for a time.
- Delivered hundreds of in-person pitches per week and managed the full sales cycle from prospecting and objection handling through close.
- Trained three new representatives on prospecting, pitch delivery, objection handling, and closing.

SKILLS

Languages: Portuguese (Native), French (Advanced), Mandarin (Intermediate)
Sales & GTM: Full-cycle sales, founder-led sales, multichannel prospecting, discovery, qualification, objection handling, pipeline management, proposal development
AI & Technical: LLM APIs, AI agents, MCP, n8n, prompt engineering, workflow automation, rapid product prototyping, agent orchestration, system architecture
Interests: Extreme fitness challenges, venture capital, bodybuilding, existentialism, psychology, reading