

ANDREW FERDINANDS

Content Operations Specialist | Production, Publishing & Workflow Improvement

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SUMMARY

Twelve years running a real client business, now running the content engine behind it. I plan, produce and publish research-backed carousels, short-form video and a live learning app — on schedule, with measured results.

EXPERIENCE

Founder — [ferdi.photography](https://www.instagram.com/ferdi.photography) (est. 2014), Melbourne

Business operations, 2014–present

- Delivered 3,000+ events and ~4.5M photos with a 20–30 person subcontractor roster; built @ferdi.photography to 40,000+ followers; shooting since 2009.
- Owned the client relationship end to end for 12 years: enquiries, quotes, scheduling, delivery to published 7-day and 4-week SLAs, and after-care — 120+ reviews, Trustpilot 4.8/5.
- Published author and teacher: the Event Photography 101 book (Amazon, 4.6/5, 465 pages) and a 59-lesson course audience.

Content & automation practice, Nov 2025–present

- Cut carousel production from 6 hours to 30 minutes per post with a research-verified carousel system — roughly 40 hours a month returned.
- Shipped 60+ shorts and reels from long-form recordings through an automated editing workflow.
- Drove 1,000,000+ impressions in June 2026 on Instagram (Insights for the month: 1,026,522 views) from engine-produced carousels and shorts.
- Run the EP101 content engine — course, book, app catalogue, blog and social produced from one workflow, built with automated testing and QA gates.
- Maintain a 66-item YouTube library with structured metadata, plus an automated website content engine where research becomes drafts and nothing publishes without review.

SHIPPED PRODUCTS

- **Event Photography 101 — iOS app, live on the App Store** — 59-lesson catalogue, 127 cheat sheets, 23+ hours of content; catalogue, customer experience and shipping handled personally. Stack: SwiftUI. [App Store](#) · Site: ep101.app
- **Event Photography 101 — book** — Amazon Kindle, 4.6/5, 465 pages. [Amazon](#)
- **Website content engine** — research to reviewed drafts to published pages; runs the [ferdi.photography](https://www.ferdi.photography) and EP101 blogs.

SKILLS

- **Content operations:** editorial calendars, publishing schedules, content briefs, approval workflows, metadata, publishing across Instagram, YouTube and web
- **Production:** photography (master-level), videography, photo editing and colour grading, Photoshop and Illustrator, carousel and short-form production
- **Systems:** automated content workflows, Python scripting, APIs, macOS tooling, Zapier/Make where they beat custom code
- **Mobile:** Swift, SwiftUI, StoreKit, AVKit/HLS, iOS app architecture — a native iOS app designed, built and shipped to the App Store

EDUCATION & CREDENTIALS

- Certificate III in Multimedia — Holmesglen Institute, 2013 · Top of class
- Published writing on the craft and its failure modes: [what the machine got wrong](#)