

ANDREW FERDINANDS

CRM & Workflow Automation Specialist | Client Operations, APIs & Reporting

Remote-ready — admin@ferdi.com.au · +61 414 512 073 · ferdi.tech/hire · Melbourne, Australia · Remote · instagram.com/ferdi.photography

SUMMARY

Twelve years of real client operations — bookings, payments, follow-up — now running on a CRM I built and operate myself. I connect APIs, automate the routine work and keep humans in the loop where judgement matters.

EXPERIENCE

Founder — 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](https://ferdi.photography) to 40,000+ followers; shooting since 2009.
- Ran every part of client operations for 12 years: enquiries, quotes, booking, payment, scheduling, delivery to published SLAs, follow-up and after-care.
- Coordinated a 20–30 person subcontractor roster — assignment, delivery accountability and fair payment; 120+ client reviews, Trustpilot 4.8/5.
- Kept clean, complete records throughout: 3,414 completed jobs tracked from 2014 to 2026 (business record; exact numbers and client details kept private).

CRM & automation practice, Nov 2025–present

- Built and run Autopilot CRM — bookings, Stripe payments, Gmail integration and automated client messaging — running a real 3,000+ event business, not a demo.
- Replaced a suite of paid tools (CRM, auto-edit, auto-sort, auto-crop) with in-house builds — A\$5,000+/yr saved across the replaced tool suite, not the CRM alone.
- Automated client messaging: enquiry responses, reminders and delivery follow-up run on their own; exceptions surface for a human decision.
- Automated internal operations — photo editing, sorting and cropping, report generation — roughly 100 hours a month returned by my own before-and-after estimates.
- Built with automated testing and QA gates: every pipeline has checks that stop the run when something looks wrong.

SHIPPED PRODUCTS

- **Autopilot CRM — production business operations system** — bookings, payments (Stripe), Gmail integration, automated client messaging, running a real 3,000+ event business.
- **Kyurate.ai — computer-vision photo sorting** — 1,000-photo batches auto-tagged and grouped; replaced a paid subscription.
- **Event Photography 101 — iOS app, live on the App Store** — catalogue, customer experience and shipping handled personally. [App Store](https://apps.apple.com/au/app/event-photography-101/id1544444444) · Site: ep101.app

SKILLS

- **CRM & operations:** enquiry-to-payment workflows, follow-up automation, subcontractor coordination, quoting and pricing, SLA delivery
- **Integrations & APIs:** Stripe, Gmail API, REST APIs, browser automation, Zapier/Make where they beat custom code
- **Data & reliability:** PostgreSQL, Python scripting, reporting, automated testing and QA gates
- **Mobile:** Swift, SwiftUI, StoreKit, AVKit/HLS, iOS app architecture — a native iOS app designed, built and shipped to the App Store
- **Honest scope note:** my CRM experience is a system I built and operate. It is not professional Salesforce, Marketo, HubSpot or n8n administration — I would learn your stack.

EDUCATION & CREDENTIALS

- Certificate III in Multimedia — Holmesglen Institute, 2013 · Top of class