

ANDREW FERDINANDS

Client Operations & Product Support | Training, Troubleshooting & Process Improvement

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SUMMARY

Twelve years of hands-on client care in a real service business, now teaching a course audience through an app I ship myself. I explain things clearly, stay calm when something goes wrong, and fix the process so it stays fixed.

EXPERIENCE

Founder — ferdi.photography (est. 2014), Melbourne

Client 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.
- Handled client enquiries, quotes, scheduling and delivery for 12 years — the full customer relationship, start to after-care. 120+ reviews, Trustpilot 4.8/5.
- Onboarded and coordinated a 20–30 person subcontractor roster: clear briefs, delivery standards and fair payment.
- Delivered to published service promises — 7-day event turnaround, 4-week weddings with 72-hour sneak peeks — and communicated early whenever a date was at risk.
- Stays-calm record under pressure: when a subcontractor failed to deliver footage, I converted still photographs into moving footage and the client still received their product on time; when photos went missing, I extracted and polished frames from the video.
- Turned a long-refused request into a yes: photo manipulation such as object removal, previously too costly, now done in seconds with careful editing — priced honestly and delivered.

Product & teaching practice, Nov 2025–present

- Teach the Event Photography 101 audience: a 59-lesson course, a published book (Amazon 4.6/5, 465 pages) and a live iOS app with 23+ hours of content.
- Support the app's customers myself: catalogue questions, playback and download issues, purchase problems — with an offline library of 36+ PDFs and video built for reliability.
- Documented troubleshooting honestly: a published 10-section write-up of what went wrong in my own automated pipeline and how each failure was fixed — [what the machine got wrong](#).

SHIPPED PRODUCTS

- **Event Photography 101 — iOS app, live on the App Store** — 59 lessons, 127 cheat sheets, 23+ hours; 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](#)
- **Autopilot CRM — business operations system** — bookings, payments and automated client messaging; the exception path routes to me.

SKILLS

- **Client care:** enquiry handling, expectation-setting, difficult-conversation recovery, service-delivery follow-through
- **Training & documentation:** course and lesson design, cheat sheets, plain-English explanations of technical problems
- **Troubleshooting:** structured diagnosis, calm issue handling, root-cause fixes, reproducible bug notes
- **Tools:** macOS, spreadsheets, structured records, straightforward automation where it helps
- **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