

Ferdy Salmons

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SUMMARY

Operator who builds repeatable, measurable systems from ambiguous problems. Founder's Associate at Bulqit, a home services marketplace, reporting to the CEO and COO and owning vendor acquisition, marketing, and GTM across 34 markets. Scoped and built the AI tools (an MCP-connected CRM, an outreach engine, a GTM tracker) the leadership team ran on. Northwestern Economics; admitted to Kellogg's deferred MBA. Seeking a role turning messy operational problems into simple, working solutions.

EDUCATION

Northwestern University | *B.A. in Economics; Minors in Computer Science and Mandarin Chinese* | September 2022 - June 2026

- **GPA: 3.96/4.00** | **GMAT Focus: 745** | **Dean's List: 11/11 Quarters** | **magna cum laude**
- President, NU World Cup (2023 - 2026): managed a \$14,000 budget and ran the 2,000-attendee annual cultural event
- Hackathons: finalist at ASA DataFest and WildHacks; built working models in 48 hours and presented live to judges at both

Kellogg School of Management, Northwestern University | *Future Leaders Program (Deferred MBA)* | Admitted June 2026

- Earned early admission to Kellogg's MBA as a college senior; deferring enrollment to build several years of full-time experience

National Taiwan University (International Chinese Language Program) | *September 2024 - December 2024*

- Completed intensive Mandarin Chinese language course; earned grade A in Culture, Business, and Media Chinese

PROFESSIONAL EXPERIENCE

Bulqit | *Founder's Associate (Chief of Staff remit)* | June 2025 - October 2026 (company wound down)

- **Leadership:** Ran the founders' biweekly GTM meeting, surfacing launch risks and making go/no-go decisions across markets
- **GTM:** Drove the activation of 34 neighborhood markets, representing 43,000 homes; signed seven GTM launch partners
- **Discovery:** Mapped onboarding drop-off by stage in GA4, found "see pricing" was losing the most users, and drove the redesign
- **Outbound:** Built automated sourcing and outreach to 3,000+ vendors; cut sourcing time from 10 to 2 hours per week
- **Finance:** Built the underwriting model and deck for a \$2M raise at a \$10M valuation; drafted the employee equity award template
- **Launch Execution:** Wrote requirements and acceptance criteria for external dev teams; ran pre-launch QA across 245 tickets
- **Marketing:** Ran multichannel campaigns from creative to launch, including digital and physical mail, social, TV, and Spotify
- **SEO/GEO:** Reverse-engineered the LLM-cited sources for 25 top queries, then built 18 curated pages and a target backlink list

TegoTech | *Business Team Member (part-time)* | October 2023 - September 2025

- Sourced and qualified 150+ prospective angel investors against consumer focus, check size, and experience
- Wrote and ran cold email/LinkedIn/call outreach, contributing to over \$100,000 raised in under 1 year

Untied | *Backend Developer* | June 2024 - July 2024

- Selected for an Anthropic × AWS program; built the retrieval backend for a UK tax-advice chatbot over 10,000+ legal references

AI SYSTEMS BUILT AT BULQIT

- **AI-native CRM and outreach engine:** unified data and outreach for 43,000 homeowners and 3,000 vendors; queryable by MCP
- **B2B Tracker:** LLM + Jev pipeline turning meeting recaps and emails into a live B2B partner tracker; flagged cold partnerships
- **GTM Tracker:** Launch playbook synced to Asana; used in the leadership team's biweekly GTM meetings across all 34 markets

ADDITIONAL INFORMATION

Languages: English (Fluent), Mandarin Chinese (Advanced)

AI & Technical: LLM APIs (Claude, Gemini), MCP server development, agentic coding (Claude Code), Python, Asana, GA4

Interests: Premier League football, cooking Vietnamese cuisine, collecting vinyl records, feeling uncomfortable