NICHOLAS GULSON

Chicago, IL | (847) 912-6185 | nick.gulson@kellogg.northwestern.edu
Website: nickgulson.vercel.app

EDUCATION

2025 - Present   **KELLOGG SCHOOL OF MANAGEMENT | MCCORMICK SCHOOL OF ENGINEERING**   Evanston, IL
NORTHWESTERN UNIVERSITY
Candidate for Joint Degree: MBA, Artificial Intelligence, March 2027
- *Relevant Coursework: AI Business Analytics, Business Strategy, Leadership in Organizations*
- *Involvement: Technology Club operations director, MBAi social chair, Wilderness Club*

2017 - 2021   **NORTHWESTERN UNIVERSITY**   Evanston, IL
Bachelor of Science in Computer Science
- Minor: Economics

EXPERIENCE

2020 - 2025   **DELOITTE CONSULTING LLP**   Chicago, IL
Technical Consultant, Analyst, Summer Intern
- Delivered client proposals securing ~$20 million in new contracts, expanding Deloitte's commerce portfolio.
- Produced eminence for Deloitte Digital on industry trends and innovation including GenAI and Intelligent Search. Publications received 35k+ views and were presented at Salesforce's Dreamforce conference.
- Managed recruitment team of 12 practitioners during Northwestern full-time recruiting by designing candidate experience strategy and hosting 5 events for a pool of ~100 candidates through interviews and signed offers.

Client Contributions:
Data Architect – Fortune 500 Tech Company, Feb 2025 – Jun 2025   San Jose, CA
- Migrated client data pipelines from legacy software to new cloud-native marketing platform Adobe Experience Platform (AEP) saving the client $7.2M annually.
- Led 4 person cross-functional team through discovery, design and implementation phases. Created technical documentation for client in Confluence and tracked delivery in Jira providing transparency to client leadership.
- Created 25+ custom audiences to empower marketing campaigns via A/B testing and personalization at scale.

Project Manager – Fortune 500 Tech Company, May 2024 – Feb 2025   Houston, TX
- Managed product and engineering teams through end-to-end delivery of 4 MVP releases streamlining the client's automated quoting experience and accelerating business partner adoption from 30% to 74% over a 3-month period.
- Developed product roadmap through discovery sessions with client stakeholders and converted requirements into prototypes and user stories, ensuring efficient delivery and a seamless user experience.

Backend Software Engineer – Energy and Industrials Industry, Aug 2022 – Apr 2024   Houston, TX
- Shipped enhancements across 15+ releases to client's headless APIs in AWS using Lambda, DynamoDB and API Gateway reducing customer support call volume by 24% and improving client's self-service portal.
- Improved client's Chatbot with 10+ new intents providing responses to frequently asked questions.

Operations Analyst – Fortune 100 Consumer Products Company, Aug 2021 – Jul 2022   Atlanta, GA
- Led go to market strategy and launch for client's new B2B E-Commerce website (Built on Salesforce) across 4 growth markets. Scaled all product and data operations for website from pilot until $100k in revenue.
- Pitched client on AI accelerator for product catalog data enrichment using product images and descriptions.

2020 - 2021   **SPECIAL FITNESS**   Racine, WI
Product Manager and Developer
- Designed and built website for home-care startup to build online presence and book client appointments.
- Startup has since expanded to 4+ locations with hundreds of clients and appointments booked.

ADDITIONAL DATA

- Certifications- AWS Certified Practitioner, AWS Certified Developer Associate, Salesforce Certified Admin.
- Technical Skills- Python, C/C++, Node.JS, (React, VueJS), SQL, Java, Figma, Jira, Adobe Experience Platform.
- Hobbies- Basketball, Golf, Beach Volleyball, Skiing, Boxing, Hiking, Canoeing.
- Community- Volunteer at Lincoln Park Conservatory in Chicago participating in park cleanup and cultivation.