

**NICHOLAS GULSON**

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Website: [nickgulson.com](http://nickgulson.com)**EDUCATION**

2025 - Present	<b>KELLOGG SCHOOL OF MANAGEMENT   MCCORMICK SCHOOL OF ENGINEERING NORTHWESTERN UNIVERSITY</b> <i>Candidate for Joint Degree: MBA, Artificial Intelligence, March 2027</i> <ul style="list-style-type: none"><li>• Relevant Coursework: AI Business Analytics, Business Strategy, Leadership in Organizations</li><li>• Involvement: Technology Club operations director, MBAi social chair, Wilderness Club</li></ul>	Evanston, IL
2017 - 2021	<b>NORTHWESTERN UNIVERSITY</b> <i>Bachelor of Science in Computer Science</i> <ul style="list-style-type: none"><li>• Minor: Economics</li></ul>	Evanston, IL

**EXPERIENCE**

2020 - 2025	<b>DELOITTE CONSULTING LLP</b> <b>Technical Consultant, Analyst, Intern</b> <ul style="list-style-type: none"><li>• Delivered client proposals securing ~\$20 million in new contracts, expanding Deloitte's commerce portfolio.</li><li>• 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.</li><li>• 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.</li></ul> <b>Client Contributions:</b> <b>Data Architect – Fortune 500 Tech Company, Feb 2025 – Jun 2025</b> San Jose, CA <ul style="list-style-type: none"><li>• Migrated client data pipelines from legacy software to new cloud-native marketing platform Adobe Experience Platform (AEP) saving the client \$7.2M annually.</li><li>• 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.</li><li>• Created 25+ custom audiences to empower marketing campaigns via A/B testing and personalization at scale.</li></ul> <b>Project Manager – Fortune 500 Tech Company, May 2024 – Feb 2025</b> Houston, TX <ul style="list-style-type: none"><li>• 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.</li><li>• 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.</li></ul> <b>Backend Software Engineer – Energy and Industrials Industry, Aug 2022 – Apr 2024</b> Houston, TX <ul style="list-style-type: none"><li>• 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.</li><li>• Improved client's Chatbot with 10+ new intents providing responses to frequently asked questions.</li></ul> <b>Operations Analyst – Fortune 100 Consumer Products Company, Aug 2021 – Jul 2022</b> Atlanta, GA <ul style="list-style-type: none"><li>• 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.</li><li>• Pitched client on AI accelerator for product catalog data enrichment using product images and descriptions.</li></ul>	Chicago, IL
2020 - 2021	<b>SPECIAL FITNESS</b> <b>Product Manager and Developer</b> <ul style="list-style-type: none"><li>• Designed and built website for home-care startup to build online presence and book client appointments.</li><li>• Startup has since expanded to 4+ locations with hundreds of clients and appointments booked.</li></ul>	Racine, WI

**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.