



CALLUM WELLS

Web, app & AI developer, full stack

Leeds, UK

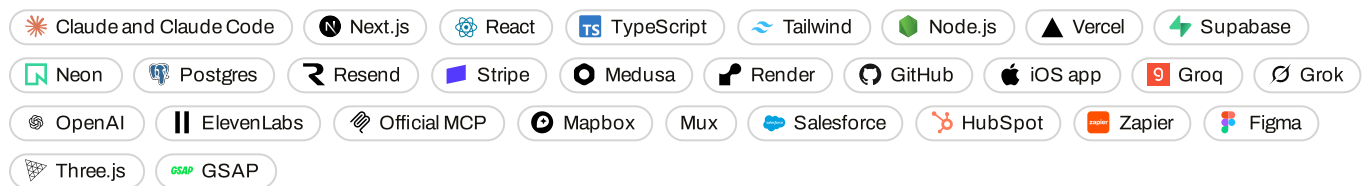
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I build web apps, mobile apps and the AI inside them, end to end. Some are my own, like avago.ai and LoadSnap, and they all make money. The rest are for clients of every size, from Quartix, a fleet telematics firm selling across six locales, to local trades.

Most of it is Next.js and TypeScript on Vercel, with Supabase or Neon for data, Stripe for payments and Resend for email. Underneath, LLM agents do the real work: reading messy input, making a decision and checking their own output. Claude Code is how I ship, and it's how one person runs this many products.

I've also been in senior marketing roles for the past seven or eight years, including Head of Marketing at Coptrz, Cademi and RAM Tracking, and I still do that work as a fractional CMO. So I build with the commercial side in mind, and I can explain the AI to the people who'll actually use it.



5

Products of my own, all revenue-generating

10

LLM agents in production across those products

25+

Client builds shipped through Web Hero

7+ yrs

In senior marketing roles, and still doing it

My own products, all revenue-generating

avago.ai

AI website builder

Reads a business's existing footprint (Facebook, Instagram, LinkedIn, Google profile, the old site), enriches it with search and competitor data, and turns it into a structured brand brief. A second agent drafts a full site onto human-designed templates through a website platform's API while the owner answers six onboarding questions.

Next.js, Supabase, Claude, Tavily, DataForSEO, Recraft, Stripe, Resend

Agency Genius

The CRM that runs Web Hero

Client CRM, ticket intake, briefs, QA, delivery and time tracking in one place, integrated with the website platform's API so every client site is managed from it. Five agents classify inbound tickets, turn thin client messages into briefs with acceptance criteria, QA finished work against them, audit every client site nightly and draft the weekly client digest. 120+ members across direct clients and white-label partners.

Next.js, Supabase, Claude, DataForSEO, Stripe, Resend

LoadSnap

Waste compliance web app and native mobile app

Built for the DEFRA digital waste tracking mandate, as a web platform for the office and a native mobile app for drivers on the App Store. A driver photographs the load and three agents take it from there: one fills the legal transfer note from DEFRA reference data, one validates it against the official schema and retries with corrections, one drafts the invoice. Talks to UK Government APIs (DEFRA, DVSA, Companies House, the Environment Agency), syncs to Xero and works over MCP.

Next.js, iOS app, Supabase, Groq, Claude, Stripe Connect, Mapbox, Official MCP

Huum & Drone Map

Software for UK drone operators

Huum runs a drone service business end to end: clients, sites, jobs, quotes, invoices and payments into the operator's own Stripe account. Drone Map sits underneath as a free UK airspace map, pulling restrictions, danger areas, NOTAMs and obstacles into one layered view.

Next.js, Supabase, Stripe Connect, Mapbox, Resend

Fuel Checker

Fuel prices and route planning

Works out the cheapest place to fill up along a route from the statutory UK forecourt price feeds, not just the shortest path. One engine serves a consumer app and a public API and MCP server for fleets.

Next.js, Supabase, OSRM, Leaflet, Fuel Finder API, Official MCP

Client work

Quartix

Fleet telematics, two years and counting

Embedded marketing consultant across six locales. Built the partner site and gated portal at partners.quartix.com, where resellers produce proposals, rental agreements and pricing that stay in step with Salesforce. Built a public route planner for up to 50 stops with live fuel prices along the line. Redesigned the main site with the in-house team, wired cookieless attribution into Salesforce and restructured Pardot.

Salesforce, Pardot, Next.js, Supabase, OSRM, Leaflet

Europac 3D

Strategy and three commerce sites

Split a printing, scanning and machine-sales business into two focused brands, 3D Printworx and 3D Scanworx, with Europac 3D as the group site. All three run on one headless commerce system, each routing a different buyer.

Next.js, Medusa, Render, Stripe, Resend

Universal Gas & Universal Energy

Two sister trades businesses, one system

Commercial and domestic gas, and NICEIC electrical work, built on one shared system so the two sites read as a family without sharing a template.

Next.js, Neon, Resend, Vercel

Chemistry Toolkit

Strategy, brand and subscription platform

Every chemistry resource on one subscription: worksheets, booklets, answer packs and teacher-made exams, organised by topic and qualification, the way a teacher actually looks for them.

Next.js, Supabase, Stripe, Resend, Vercel

SimpleFuel

Strategy, brand and site for fleets

Fuel cards, bulk fuel, AdBlue, telematics and business SIMs for UK fleets. Fuel card sites hide the price, so this one leads with clear pricing and no tie-ins, and the whole structure follows from that.

Coptrz

German storefront, now a client

After two years as Head of Marketing, Coptrz came back as a Web Hero client. Designed and built coptrz.eu for the German market, with commercial drones, training, service and repair sold by the industries that buy rather than by product.

Cademi

Rebrand and site for a learning platform

An employee learning platform with ready-made courses, room for a company's own training and compliance tracked automatically. Led the rebrand as Head of Marketing, then rebuilt the site to match.

Next.js, Vercel, Calendly

ThoughtRiver

Legal-tech consultancy and SEO audit

Advised a contract review product on how to sell AI to sceptical in-house legal teams: lead with proof, keep the AI language honest. Paired with a full SEO audit, fixes ranked by what would move rankings soonest.

Sqew

Webby-nominated, 2026

The most design-led site Web Hero has shipped, nominated for a Webby in 2026, and the reason the studio gets asked for motion work.

Enviren

Civil engineering consultancy

A consultancy specialising in nutrient neutrality and flood risk. The site puts the accreditations up front and the case studies one click away.

Selected experience

2024 to now

Founder · Web Hero

Agency and product studio in Leeds.

- Design, build and run the products and client work above, from the data model and third-party integrations through to agent design, the front end and the mobile app.

- Run direct and white-label web delivery for 120+ accounts, with partner agencies fronting the work as their own.
- Fractional marketing and AI consultancy alongside the build work, including two years embedded with Quartix.

2023 to 2024

Head of Marketing · Coptrz and Cademi

Drone technology and its sister business, both now Web Hero clients. Reported to the CEO.

- Grew MQLs by 252% and e-commerce sales by 564% year on year.
- Owned the systems: Salesforce admin, Pardot, ZoomInfo, Twilio and CallRail at Coptrz, and a full Salesforce to Pipedrive migration at Cademi.
- Brought AI into marketing early, using the OpenAI API, Synthesia and HeyGen for content and Zapier for automation.

2020 to 2023

Head of Marketing, Global · RAM Tracking

Vehicle tracking SaaS across three group brands. Presented to the board.

- Led the website rebuild, which lifted lead generation by 75%.
- Integrated multiple prospect data sources into one targeting model, growing B2B records four times over to 880,000.
- Designed the high-fidelity app UI prototypes that are still in the live app, and set up Firebase for app attribution.
- Built marketing automation on Pardot and Intercom, including personalised 1:1 journeys across every customer touchpoint.

Earlier

**Business Development
Manager, 2019 to 2020**

Ran the full new-business cycle nationally for a vehicle tracking SaaS, from first call to close and handover, and fed customer insight back to the product team.

**General Manager, multi-site
hospitality, 2018 to 2019**

Ran two managed pub sites. Took weekly revenue from about £4,000 to £16,000 and finished the year 2nd of 300+ premises.

Skills and tools

Engineering

Full-stack web apps, Native mobile apps, Multi-tenant SaaS, Data modelling, API design, Third-party integrations, Webhooks and background jobs, Auth and permissions, Payments and billing, E-commerce

AI engineering

Multi-agent orchestration, Tool use, MCP servers, Structured output, Validation and retry loops, Retrieval, Voice AI, Image generation

Front end

React, Next.js, TypeScript, Tailwind, GSAP, Three.js, Leaflet, Mapbox

Mobile

iOS app, App Store, Firebase

Back end and data

Node.js, Postgres, Supabase, Neon, Medusa, Stripe Connect, Resend, Mux, OSRM

AI models and tools

Claude and Claude Code, OpenAI, Groq, Grok, Gemini, Perplexity, ElevenLabs, Official MCP, Recraft, Tavily

Product and design

Product strategy, UX and UI design, Design systems, Motion, Figma

Marketing

Strategy and positioning, Brand, SEO, AI search visibility, Paid media, CRM and automation, Salesforce, HubSpot, Pipedrive

Hosting and tools

Vercel, Render, GitHub, Notion, Slack, Zapier

APIs and integrations

UK Government APIs, HubSpot API, ElevenLabs API, Salesforce, Stripe Connect, Xero, OpenAI API, Anthropic API, DataForSEO, Tavily, Mapbox, Twilio

Education

Chartered Institute of Marketing, 2021	Professional marketing qualifications.
Leeds City College	Electrical engineering, Distinction.