



CALLUM WELLS

Head of Marketing and fractional CMO

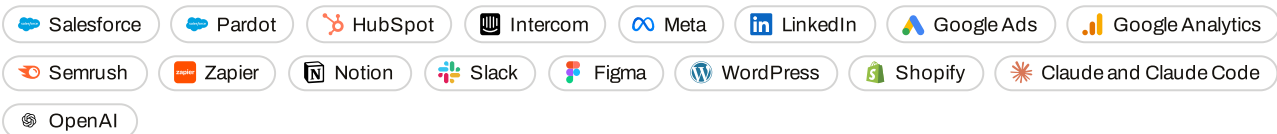
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I've been in senior marketing roles for the past seven or eight years, three of them as Head of Marketing, reporting to the CEO and the board at B2B tech and SaaS businesses, one of them private equity-backed. I still do that work now as a fractional CMO. I set the strategy and stay close to the output: pipeline, paid media, CRM and automation, brand and the website.

I work with businesses of every size, from Quartix, a fleet telematics firm selling across six locales, to local trades. I also build and run my own AI products, and they all make money. So I can tell a marketing team where AI is worth it and where it's noise, then build the bit that's worth it.



252%

MQL growth at Coptrz, with over 40% qualifying to SQL

564%

Year-on-year e-commerce sales growth at Coptrz

75%

More leads after a full website rebuild

880k

B2B prospect records, up 4x through data integration

Selected experience

2024 to now

Founder · Web Hero

Fractional CMO, AI consultancy and build work for businesses of every size.

- Quartix: two years embedded as their marketing consultant across six locales, with strategy at the top and hands on the output underneath, from SEO, content and paid media direction to Salesforce attribution and the partner portal.
- Brand and go-to-market strategy for growing businesses, including splitting Europac 3D into two focused brands and positioning ThoughtRiver's AI product for sceptical legal buyers.
- Former employers Coptrz and Cademi are now clients, alongside SimpleFuel, Chemistry Toolkit, Enviren and Universal Gas.
- Direct and white-label web work for 120+ accounts. Sqew, a Web Hero build, was nominated for a Webby in 2026.

2023 to 2024

Head of Marketing · Coptrz

Drone technology, B2B and B2C, UK and international. Reported to the CEO, team of four.

- Grew MQLs by 252% with more than 40% qualifying to SQL.
- Rebuilt the e-commerce strategy from the ground up: total sales up 564% and order volume up 250% year on year.
- Owned a large international marketing budget and the agency roster across SEO, PPC, paid social and PR.
- Led the 2023 rebrand across departments and outside partners, which fed record MQL numbers in the second half.
- Co-managed relationships with 25+ international manufacturers, including DJI, Parrot, Flyability and Wingtra.
- Owned the systems: Salesforce admin, Pardot, ZoomInfo, Twilio and CallRail, and led the PandaDoc rollout, which cut time to payment on invoices by 34%.
- Brought AI into the team early: the OpenAI API, Synthesia and HeyGen for video, Zapier for automation.

2023 to 2024

Head of Marketing · Cademi

Sister business to Coptrz, run in parallel. Reported to the CEO.

- Led the rebrand end to end: positioning, product fit, brand guidelines, tone of voice and a new website.
- Built a content plan around sales enablement that put previously unused assets to work generating leads.
- Moved the business from Salesforce to Pipedrive, including the data migration and email campaigns.
- Owned the budget, paid media across Google Ads, Meta and LinkedIn, and the design agency relationship.

2020 to 2023

Head of Marketing, Global · RAM Tracking

Vehicle tracking across three group brands: RAM Tracking, AMS Tracking and Rewire Security. Presented to the board.

- Led the website rebuild, which lifted lead generation by 75%.
- Grew B2B prospect data four times over, to 880,000 records, through multi-source integration and targeting.
- Moved lead generation off third-party pay-per-lead suppliers and onto an omnichannel paid media mix.
- Built the marketing automation on Pardot and Intercom, and reworked live chat for an extra 120 leads a month.
- Launched a loyalty programme and a customer marketplace with 20+ B2B partners, including BP Fuel Cards, creating a new revenue stream from existing customers.
- Led the strategy for the platform's move to AWS and the integration of the AMS and Rewire Security acquisitions.

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

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.

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

Marketing

Strategy and positioning, Brand and rebrands, Go-to-market, Demand generation, Paid media, SEO, AI search visibility, Content, Conversion optimisation, E-commerce, Marketing automation, Attribution and analytics, Partnerships and loyalty

Leadership

CEO and board reporting, Budget ownership, Team building, Agency management, Manufacturer and partner relationships, CRM migrations, Sales and marketing alignment

CRM and automation	Salesforce, Pardot, HubSpot, Pipedrive, Intercom, ActiveCampaign, Mailchimp, ZoomInfo, PandaDoc, Twilio, Zapier
Paid, search and analytics	Google Ads, Meta, LinkedIn, Google Analytics, Semrush, DataForSEO, Profound, Peec, CallRail, Sprout Social
Build	Claude and Claude Code, Next.js, React, TypeScript, Supabase, Vercel, Stripe, Medusa, WordPress, Shopify, Figma
AI	OpenAI, Gemini, Perplexity, Grok, Groq, ElevenLabs, Official MCP, Recraft, Tavily, Synthesia, HeyGen, Multi-agent workflows
Workspace	Notion, Slack, Olark, Xero
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.