

Charlie Hulme

AI & Automation Lead · Head of AI & Operations · Solutions Architect

UK (remote / hybrid) · cwh966@hotmail.com · linkedin.com/in/charlie-hulme-b2a3a7143 · github.com/CharlieHulme · charleshulme.com · Open to permanent & fractional

SUMMARY

Operator-engineer who builds the production AI and automation a business runs on, and runs the business it serves. I design and ship production LLM/RAG systems, automation and full-stack software, while owning budgeting, forecasting, P&L and board-level reporting for a ~30-person UK multi-brand services group. Everything I ship is enterprise-grade: measured, governed, access-controlled and tied to a number it has to move. Figures banded for confidentiality; specifics under NDA.

CORE SKILLS

AI & LLMs: production LLM / RAG systems, AI agents, prompt engineering, embeddings & vector search (pgvector), LLM evaluation & guardrails, LLMops; OpenAI, Anthropic & Google Gemini APIs.

Engineering: TypeScript, Python, Node.js, Next.js / React, Astro, PostgreSQL, Cloudflare (Workers / Pages), REST APIs, CI/CD, Git.

Automation & data: workflow automation (n8n), CRM / finance / field-service integration, Power BI, forecasting & scenario models.

Commercial & leadership: budgeting & forecasting, P&L / board reporting, executive & strategic decisions (growth, M&A, incentives), operations leadership, team leadership.

EXPERIENCE

Business Manager (Technology, Systems & AI)

UK multi-brand services group · Jan 2025 to present

- Run day-to-day operations of a ~30-person, multi-£m business and own the technology, data and AI it depends on.
- Designed and built an organisation-wide multi-agent LLM knowledge platform (Postgres + pgvector, hybrid retrieval, eval-gated); lifted retrieval recall@5 from ~0.05 to ~0.85.
- Shipped AI decision-support tools (forecasting, an operations-risk co-pilot, marketing attribution) in daily use; AI-enabled instant quoting lifted online conversion 2x+.
- Automated roughly half of CRM activity (~200 staff-hours/month saved); built the unit-economics model and board-level monthly management reporting.
- Restructured sales incentives and supported double-digit YoY growth in signed sales; adviser to the board on growth and M&A.

Technical, Media & Business Systems Lead

UK multi-brand services group · Jan 2023 to Jan 2025

- Designed a unified SaaS & API architecture across CRM, telephony, field-service and finance; cut licence spend ~18% and dispatch time from 12 to 3 minutes.
- Led a remote squad of 4 developers (roadmaps, code review, QA); launched a self-service booking portal; migrated brand sites to Astro + Cloudflare with no loss of search rankings.
- Introduced OKRs and process; directed content across the group, growing organic leads and cutting acquisition cost.

Videographer & Editor

UK multi-brand services group · Jan 2021 to Jan 2023

- Built the in-house video and content capability. That foundation later scaled with automation and AI.

Camera Assistant / Operator, TV & Film (freelance)

Broadcast & commercial productions (BBC, ITV) · 2017 to 2021

EDUCATION

BA (Hons) Film Production, University of Portsmouth · 3 A-Levels (A*-C) · 8 GCSEs (A*-C) including English and Maths.

PROOF

Portfolio & live systems: charleshulme.com · Code: github.com/CharlieHulme (incl. a tested RAG evaluation harness).

All figures banded to protect a current employer; real figures, named systems and references available under NDA.