

Olly Mason

AI & Automation Engineer · Voice AI · LLM Systems · Production Infrastructure

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[\(Open to relocation\)](#)

PROFILE

I build production AI and automation systems - voice agents, multi-agent LLM workflows, and event-driven backends that replace manual operational work. Most recently shipped **Bella (heyitsbella.com)**, a fully autonomous AI voice receptionist for SMEs: a business enters their website URL and has a production-ready, custom-trained voice agent live in under two minutes - zero manual input. Built solo on Vapi, Supabase, Twilio, Stripe, and Google Calendar.

Background in financial services and technical recruitment before moving into building - which is why I'm comfortable shipping systems that non-technical teams actually adopt. Open to roles where I can own technical implementation end-to-end: whether that's building AI systems, deploying them for customers, or sitting between product and market as a technical operator. Comfortable across the full stack from architecture to delivery, and experienced enough on the commercial side to translate between technical teams and non-technical stakeholders.

EXPERIENCE

Founder & AI/Automation Engineer · [Elevara Group](#) · Dubai, UAE 2024 - Present

Solo AI/Automation engineer operating through a UAE freezone entity - building and shipping production AI systems, voice agents, and full-stack automation infrastructure for SMEs and scale-ups across the UK and UAE.

- **Bella (heyitsbella.com)** - AI voice receptionist for SMEs, shipped April 2026. Automated onboarding pipeline generates a fully custom-trained voice agent from a company website URL in under two minutes - zero manual input. Stack: React/TypeScript frontend, Supabase with 36 edge functions, Vapi for voice orchestration, Twilio for telephony, Stripe for billing, Google Calendar for bookings. Solves multi-tenant call routing, real-time webhook orchestration across Vapi/Twilio/Stripe, per-customer tool injection into live assistants, and OAuth token refresh mid-call.
- Built and deployed production voice agents on Vapi and Retell for inbound call handling, outbound dialling, lead qualification, appointment booking, and live CRM routing - including custom prompt architectures, conditional call-flow logic, transfer-to-human pathways, and post-call enrichment pipelines feeding structured data into downstream CRM and reporting systems.
- Built WhatsApp AI agents using the WhatsApp Business API and n8n - handling inbound customer queries, automated lead qualification, and multi-step conversation flows with context persistence across sessions.
- Developed multi-agent LLM systems (OpenAI, Anthropic, Google) for research automation, data enrichment, content generation, and internal drafting workflows - chaining specialised agents with defined handoff logic to remove human-in-the-loop steps from recurring operational tasks.
- Designed and deployed a fully automated outbound lead generation engine (Apollo, Apify, n8n) handling 2,000+ monthly prospect touches - automated scraping, qualification scoring, personalised sequencing, CRM routing, and follow-up triggers. Zero manual intervention after setup.
- Built custom CRM systems, inventory management tools, and operational dashboards for SME clients - replacing spreadsheet-based workflows with Supabase backends, Retool frontends, and n8n/Make automation layers integrated via REST APIs and webhooks.
- Architected event-driven backend infrastructure on Supabase (Postgres, Edge Functions, Row-Level Security) - custom schemas, real-time data pipelines, Stripe-integrated revenue reporting, and multi-tenant data isolation for SaaS-style deployments.
- Designed prompt architectures for production LLM deployments - system prompt engineering, tool/function call design, RAG pipeline implementation, and iterative optimisation against real-world call transcripts and task outputs.

Co-Founder & Head of Operations · [Aura Technology](#) · London, UK 2023 - 2024

IT recruitment business, co-founder. Built the full operational and technical stack from scratch; closed January 2024.

- Built and owned the full operational stack: CRM and ATS architecture, contractor onboarding, timesheet automation, GDPR/ICO compliance - all configured and integrated without external technical resources.

- Supported venture-backed SaaS clients including EvaluAgent pre and prior Series A, helping structure team onboarding and operational delivery at pace.
- Ran end-to-end delivery across concurrent technical hiring engagements - sourcing, qualifying, and managing senior engineering and data candidates.

Senior Consultant · SR2 · UK 2021 - 2023

Technical recruitment into software engineering and data roles. First exposure to automation - rebuilt parts of the internal ATS workflow to reduce time-to-shortlist using no-code tools.

- Managed high-volume delivery across multiple concurrent senior engineering and data roles, coordinating between technical hiring managers and candidates.
- Rebuilt internal ATS sourcing and pipeline workflows using no-code automation - the foundation for everything built since.

EARLY CAREER

Recruitment Consultant · Heat Recruitment, UK 2021

Account Manager · St James's Place, UK 2020-2021

Account Manager · Novia Financial, UK 2019-20

TECHNICAL SKILLS

Voice & AI: Vapi, Retell, ElevenLabs, Deepgram, Twilio, Cartesia, AssemblyAI · OpenAI, Anthropic Claude, Google Gemini, Deepseek, xAI Grok · Prompt engineering, LLM orchestration, multi-agent systems, RAG, Perplexity & Firecrawl.

Backend & Infrastructure: Supabase (Postgres, Edge Functions, RLS), REST APIs, webhooks, serverless functions, n8n, Make.com

Business Systems: Stripe, Airtable, Retool, Apollo, Apify, CRM and ATS architecture, Resend

Code: TypeScript and JavaScript (integration work, edge functions, API orchestration), SQL - comfortable reading and modifying production code; not positioning as a full-stack engineer

OTHER

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