

Serafim Parente

Operations & AI systems — **builder and operator**

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Available for fractional & contract AI systems work



EVERYTHING HERE IS LIVE handsoff-ai.com — open the builds, drive the apps, or let the page tour itself.

PROFILE

I run **Hands Off A.I Ltd**, a one-operator systems studio. The premise is in the name:
build the machine, hand over the controls, and the work keeps running without anyone's hands on it.

The method is always the same — break every piece of work into steps, keep breaking each step down until you find the ones AI and workflows can own, and keep a person on QA and judgement. Beyond the code I run the operation the systems serve: team management, hiring, SOP design, pricing and unit economics. That is the difference between software that demos well and software that survives contact with a real business.

A ten-step task becomes three. A team of five becomes one person doing QA.

EXPERIENCE

Hands Off A.I Ltd

Aug 2023 — present

Director & systems builder

- My own studio — **AI systems, automations and web production** for businesses that want the busywork to run itself, as fractional capacity, focused sprints or full growth-system builds.
- **25+ production websites**, no two sharing a font, palette or mood, shipped from an AI-native build factory that also produces the pitch decks and personalised prospect pages. [see them live ↗](#)

BLC Promotions

Oct 2023 — present

Consultant — Operations & Automation · B2B contract via Hands Off A.I

- Embedded engagement running **operations, marketing systems and the AI build programme** for a UK lead-gen operation and its installer-industry clients.
- Built and run solo: **InstallrHub**, the operations platform the company runs on — leads, calls, bookings, billing and reporting in one system. **~135,000 lines, 93 automations in production**, 33 screens, 676 automated tests, 928 commits — replacing a rented Zapier + Sheets + n8n + GHL sprawl. [see it live ↗](#)
- **Voice AI and call QA**: an agent that qualifies leads and books surveys, and AI scoring of **every** call against the real sales SOP with a same-day coaching report — nobody reviews recordings by hand any more. [see it live ↗](#)
- **Meta ad operations**: a daily 6am AI sweep that reads every account and queues pause / scale / investigate calls — dry-run and audit-logged before anything touches Meta, with attribution bridged to real bookings. Roughly **90% of the weekly loop** off human hands; a human still makes the calls. [see it live ↗](#)
- **Creative production line** on Higgsfield · Seedance · GPT Image, turning batches that took a designer days into a same-day job — volume stopped being the constraint and judgement became the work.
- What would otherwise have needed new hires, the AI stack absorbed — and the people moved up to QA and judgement.

Earlier — marketing & sales, before the studio

2022 — 2024

- **Marketing Manager**, Halo Corporate Finance (Dec 2023 – Sep 2024).
- **Sales & marketing rep → Marketing Manager**, TechMan Garage Management Solution (Nov 2022 – Jul 2023).
- Self-employed **personal trainer**, PureGym (2022) — selling face-to-face, every day. The systems above exist because the sales and marketing jobs came first.

SELECTED SYSTEMS — ALL OF THEM OPEN IN THE BROWSER

Crew CRM DRIVABLE DEMO [open it ↗](#)

A client-management app run by an AI crew — nine screens, a pipeline, a unified inbox with ten-second missed-call text-back, quotes, call logs with AI summaries, and a coordinator you instruct in plain English. It is the real application, not a video: it can also demo itself, or walk you through all eight departments on a guided tour.

InstallrHub — the production platform RUNS A COMPANY [walkthrough ↗](#)

The live operations platform behind a UK renewable-energy lead-gen company: marketplace, qualification workbench, call hub, sales CRM, billing and analytics. 93 owned serverless automations, 155 database migrations, 201 React components. Built solo, on real client data.

Voice agent & call-QA pipeline SALES OPS [open it ↗](#)

Every call scored — lead out of five, SOP out of a hundred, sales skill out of a hundred — with deterministic checks overriding the model so it cannot grade generously. Reps improve between shifts rather than between quarters.

Reporting & model lab DECISIONS [open it ↗](#)

A 14-tab analytics suite — unit economics, growth capacity, funnel and a UK placing map — with the maths itself unit-tested across 302 cases. It surfaced the margin and retention constraints that redirected the strategy. Questions that took an afternoon are now a tab.

The build factory WEB PRODUCTION [open it ↗](#)

The pipeline behind the websites, pitch decks and personalised prospect pages: one command takes a cold prospect's name and URL, extracts their brand, and builds them a bespoke pitch page. The portfolio itself was produced by the factory it describes.

CAPABILITIES — FIVE DEPARTMENTS, ONE OPERATOR

Leadership & ops — training & team management · hiring & interviews · SOP building and process design · tool consolidation · QA-first automation doctrine

Sales systems — qualification workbench (ten steps, one screen) · outreach systems & personalised pitch pages · pipeline & booking management · sales analytics and rep scoreboards

Marketing systems — Meta ads with an AI sweep and audit-logged actions · AI creative production · email workflows · AI site audits & website building · attribution to real bookings

Telesales & voice AI — voice agents that qualify and book · AI QA scoring of every call · same-day coaching reports · compliance-aware call operations

Data & reporting — unit economics & pricing · business-model lab with unit-tested maths · 14-tab reporting suite · geographic placing analytics

STACK

- BUILD** React · Vite · JavaScript · Node · Supabase & Postgres · REST and webhook APIs · landing pages & funnels
- AUTOMATE** CRM workflows & lead routing · AI agents and follow-up · Meta Marketing API · GoHighLevel · voice AI call flows and call-QA scoring
- ANALYSE** unit economics & pricing · business-model modelling · reporting dashboards · attribution to real bookings
- LEVERAGE** Claude and agentic workflows · AI creative production (Higgsfield · Seedance · GPT Image) · AI-native build pipelines

The work is the argument. **Go and use it.**

LIVE BUILDS, RECEIPTS FOR EVERY NUMBER, AND A PAGE THAT TOURS ITSELF

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