SELECTED WORK / 2026

Sheldon Charron

Creative Leader. Product Builder. Storyteller.

I tell stories and solve problems. That’s what’s driven two decades of building brands, campaigns, companies, software platforms, films, and digital experiences that move markets and move people.

▶ **Watch the showreel · 1:34**

hello@sheldoncharron.com · 512.877.7341 · sheldoncharron.com · Austin, Texas



THE WORK THAT MATTERED MOST

Results at a glance.

PREYR AND CALLTUNEAI

Shipped with AI agents

Live on the App Store and Google Play. A working, monetized micro-SaaS with paying customers

EPI CONSTRUCTION

Gross profit doubled

within ~12 months, scaling from a multi-eight-figure base without equivalent headcount growth

SWFA

40x in 18 months

Online sales grew from six figures a year to eight figures. We kept going for another five years after that, and SWFA expanded into brick and mortar

ROCKSPRING CAPITAL

Investor commitments accelerated

through clear structural differentiation, with a repeatable investor narrative and presentation system

BRYANT PRECISION

4x revenue

Over a million combined views across social media, YouTube and streaming. Substantial increase in pricing and profitability from brand elevation and sustained demand. Multi-year waiting list established within months

FOXPRO®

#1 in their market

Helped transform FOXPRO from a niche manufacturer into #1 in their market

THE RANCH AT CAMP KA HUI ʻANA

Trophy hunts booked two years out

Premium hunt pricing up to $15,000 per engagement. 140,000+ annual website visitors

TELEVISION AND DOCUMENTARY

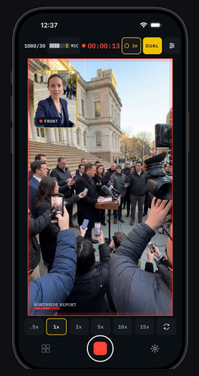
Broadcast and streaming

Six-episode broadcast-ready series. Multiple episodes within a 50-episode season of a nationally distributed Discovery ID series

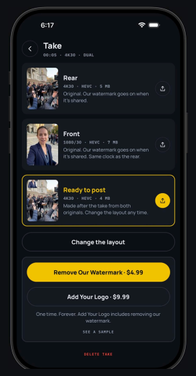




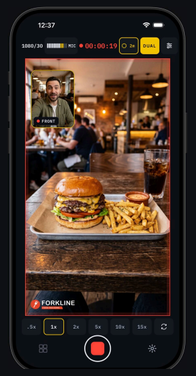
Pre-roll: 2 minutes back



Both cameras at once



Two clean files



Your own logo

INNOVATE / 01

Doubleback

2 angles. 2 clean files. 2 minutes of pre-roll.

Even in standby, Doubleback is capturing footage to a rolling buffer, up to two minutes of picture and sound. If the action happens before you hit record, hit it anyway.

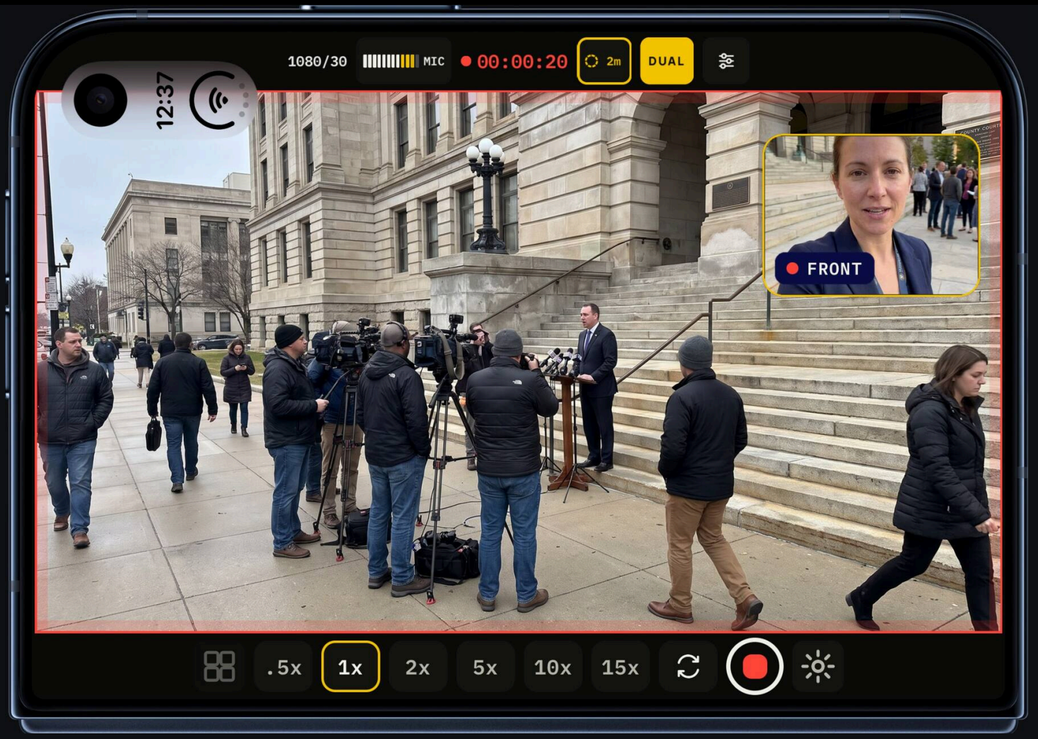
ORIGIN	Built from PREYR's camera core and spun out as its own product.
PLATFORM	iPhone camera app, live on the App Store. iPhone 15 Pro and later. Made for iPhone Duo and iPhone 18 Pro.
PRICING	Free with a small watermark. One-time upgrades: $4.99 removes it, $9.99 adds your own logo. No subscription. Custom white-label versions for networks and news organizations.

WHAT IT DOES

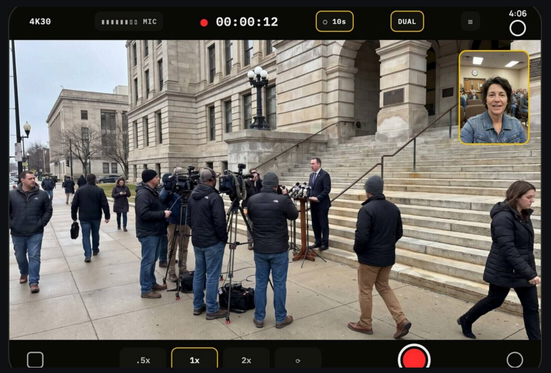
- **Up to 2 minutes of pre-roll.** The take starts before you press record.
- **2 angles at once.** Turn on Dual and the rear and front cameras record at the same time, up to 4K on both.
- **Change the layout.** Rearrange it after the take.
- **Add your own logo.** Your own logo or handle, right where the Doubleback watermark would go.

Download on the App Store

See it → doublebackcam.com



13 Oct · In the app



7 Oct · The sketch



Held tall: every control in one column

INNOVATE / 02

Doubleback Duo

Dual cam, meet Duo.

The iPhone Duo opens into a screen no iPhone has had before. It’s almost square. Video isn’t. So before the Duo reached a single store, we sat down and asked what a camera should do with all that screen.

PLATFORM	Duo support is in Doubleback 1.0.2, live on the App Store.
TIMELINE	The sketch on 7 Oct. In the app on 13 Oct.

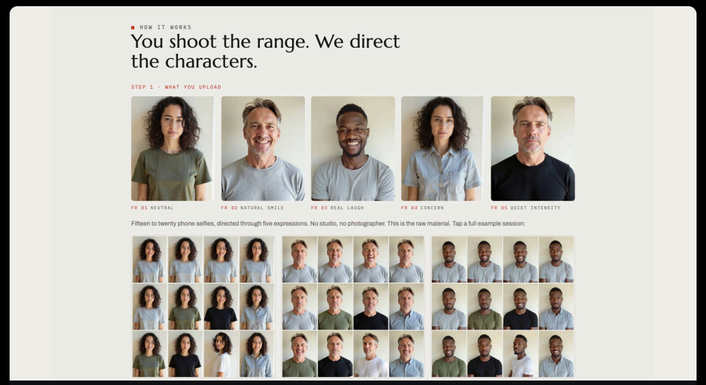
WHAT WE BUILT

- **Fill the screen. Never cover the shot.** Hold it wide and the picture runs edge to edge. Hold it tall and the picture runs the full height, with every control in one column under your thumb.
- **The Duo’s own shape.** The new FULL format records from the whole sensor, so every pixel of the unfolded screen is the shot.
- **Half open on a table.** The standing half is the picture. The flat half becomes the controls. No tripod.

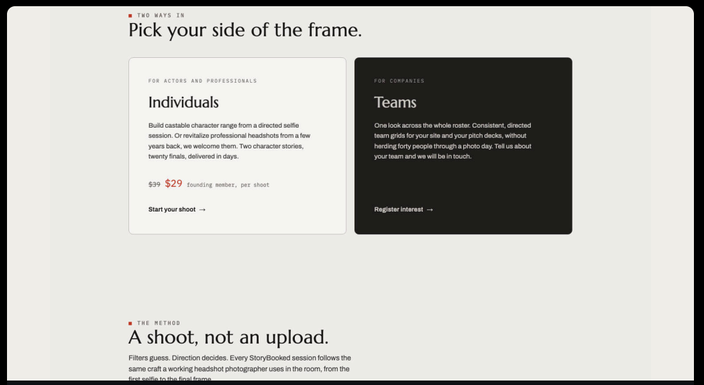
Download on the App Store

See how we designed for it → doublebackcam.com/duo





Live at storybooked.ai: the selfie session



Individuals and teams

INNOVATE / 03 · AI CHARACTER HEADSHOTS

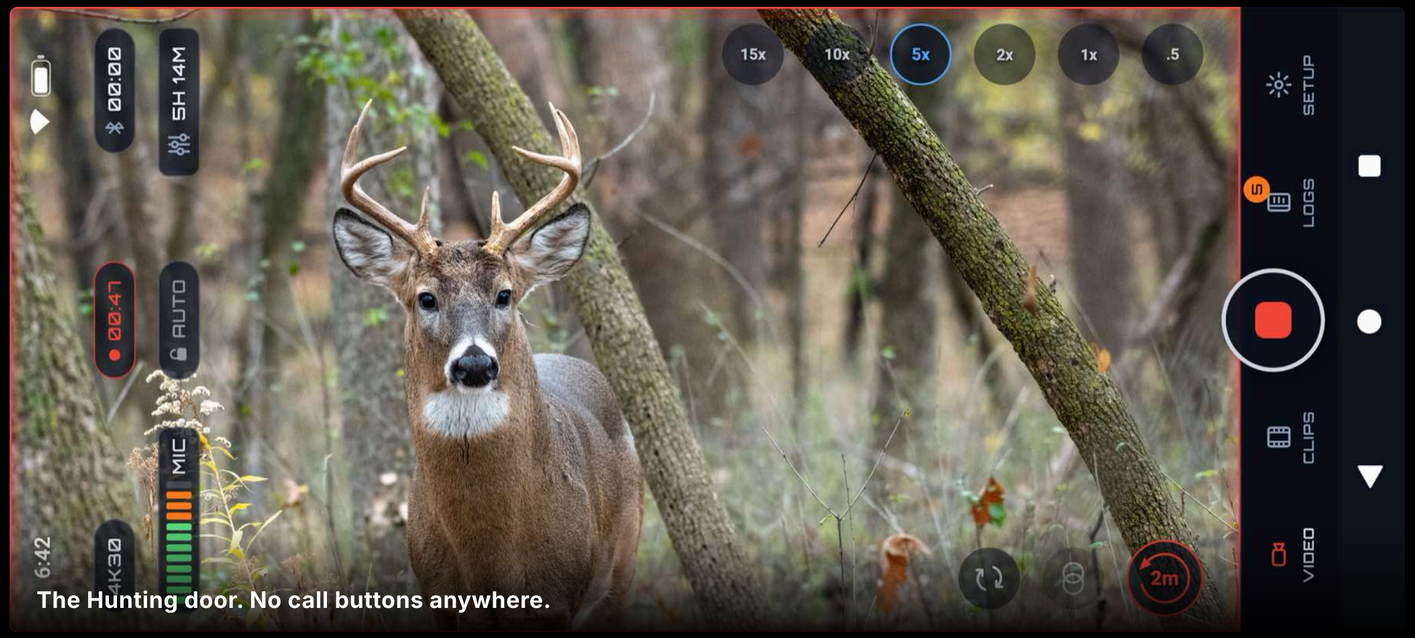
StoryBooked

Built for casting possibilities, not just better portraits.

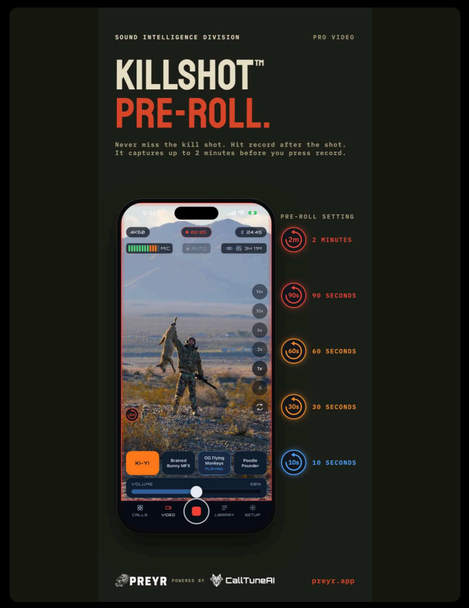
Most AI headshot apps focus on making people look good. StoryBooked was developed with a working Los Angeles headshot photographer to help actors explore the range of characters they could realistically portray. Creative direction is built into the experience, producing distinct, casting-relevant looks rather than variations of the same portrait.

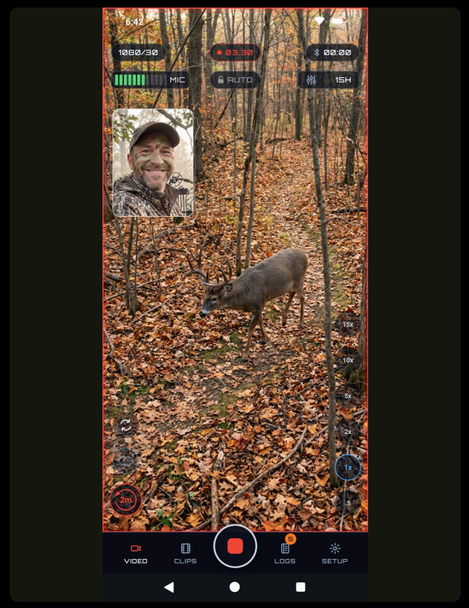
ROLE	Product concept, creative direction, product development.
PLATFORM	Live, commercially available web application at storybooked.ai.

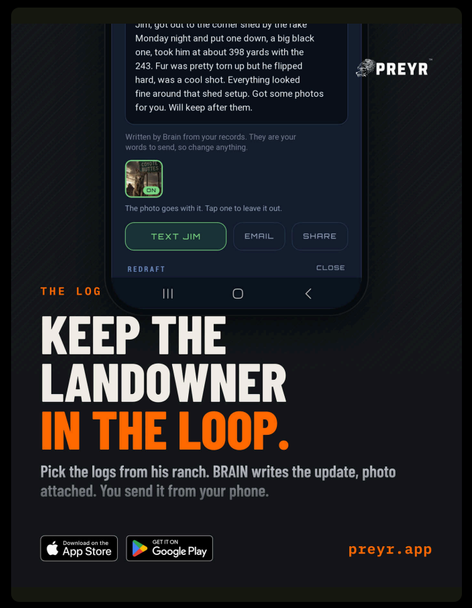
See it live → storybooked.ai



The Hunting door. No call buttons anywhere.







INNOVATE / 04

PREYR

Four apps. One hunt.

ROLE	Founder and Solo Builder. Brand, creative direction, marketing and software.
TWO DOORS	One app. The hunter picks his door when he signs in. Predator control: the full system. Hunting: a pro video app for hunters who film.
PLATFORMS	iPhone and Android. Works with no signal.

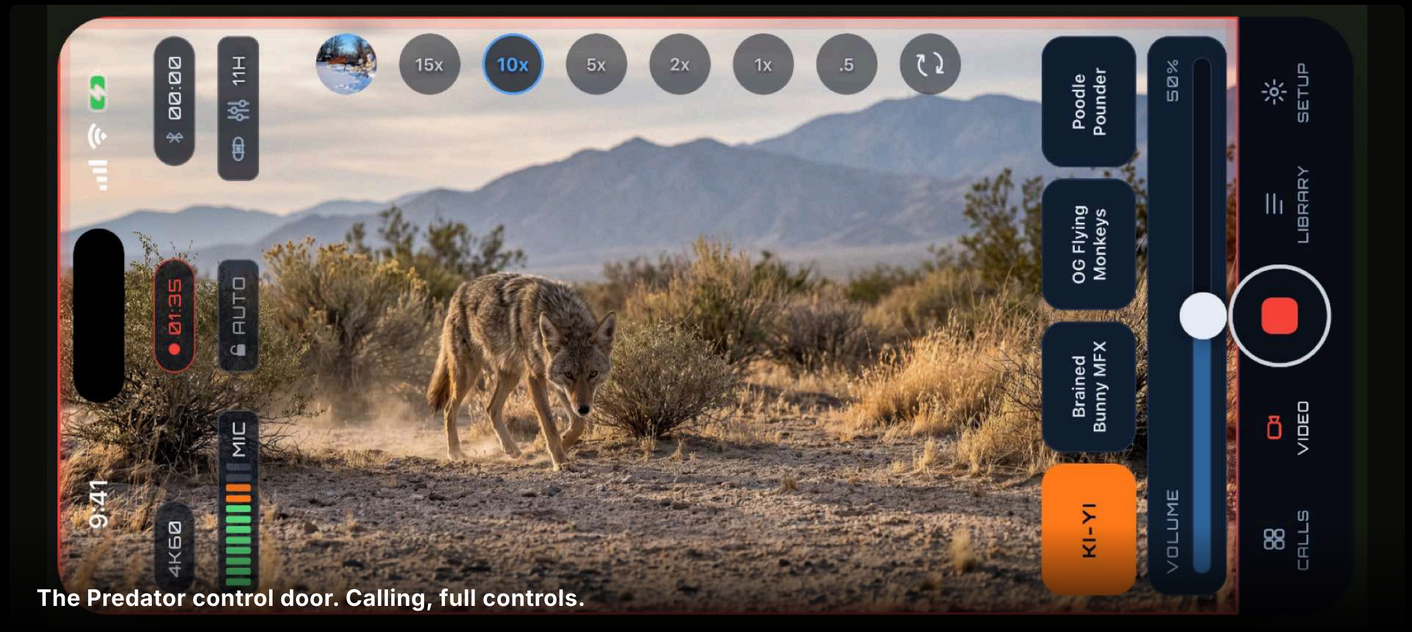
WHAT IS REAL

- Live on the App Store and Google Play, listed in English and ten more languages
- Paying hunters on subscriptions and in-app purchases
- Field tested. Hunters are running it in the field with their own callers
- CallTuneAI featured on Preying on Predators, The Ki-Yi Predator Podcast and Overdrive Outdoors

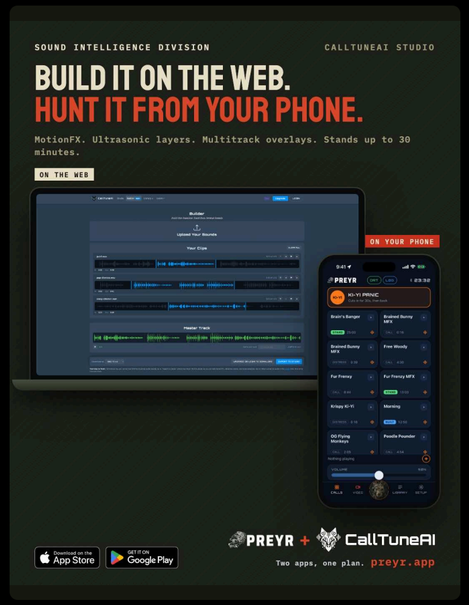
> *"This is badass. BRAIN learns our stands! Like a new setup and a sidekick at the same time to bounce ideas off of."*
>
> CLAYTON HOLLIDAY, PREYR USER

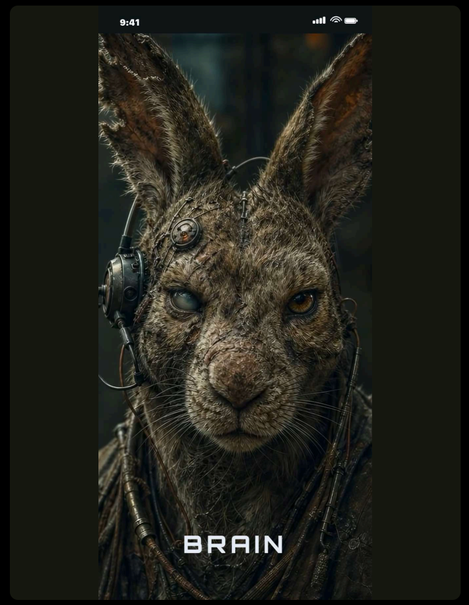
Download on the App Store GET IT ON Google Play

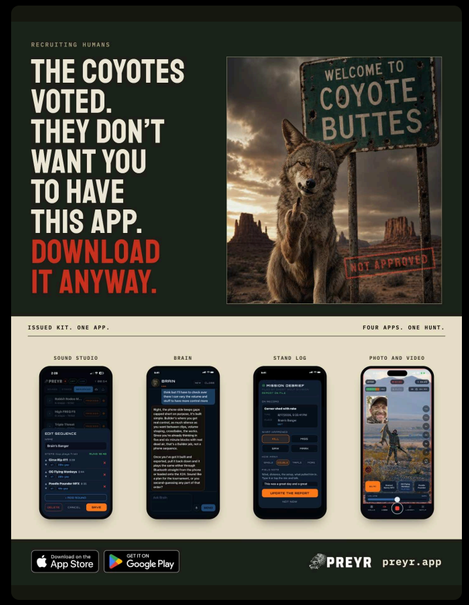
See it live → preyr.app



The Predator control door. Calling, full controls.







INNOVATE / 05

Not one app. A system.

PREYR · CallTuneAI · Sound Intelligence System

BEHIND THE APP

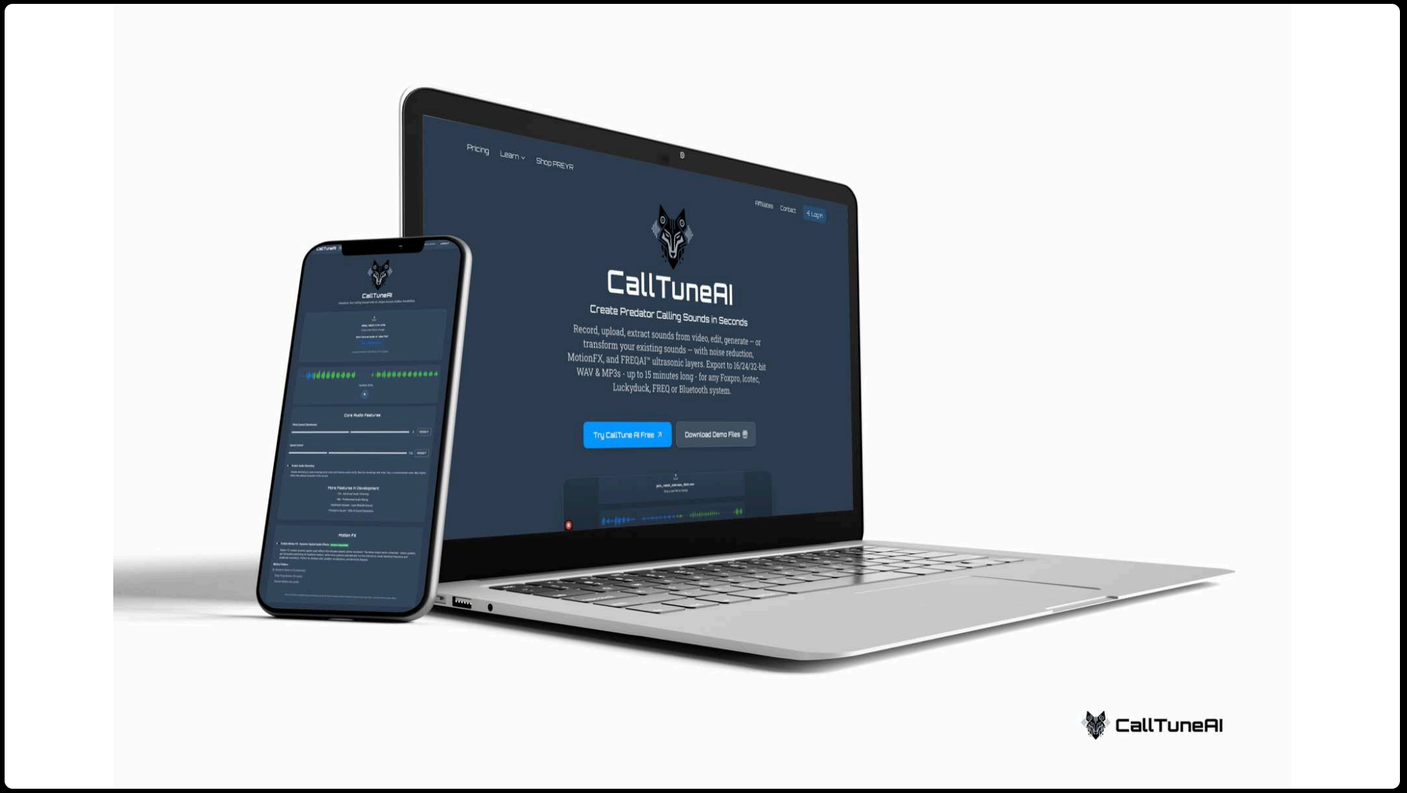
Sound Intelligence System. What BRAIN runs on. It does not sell sounds. It measures them: which sounds ran, in what order, for how long, and what happened.

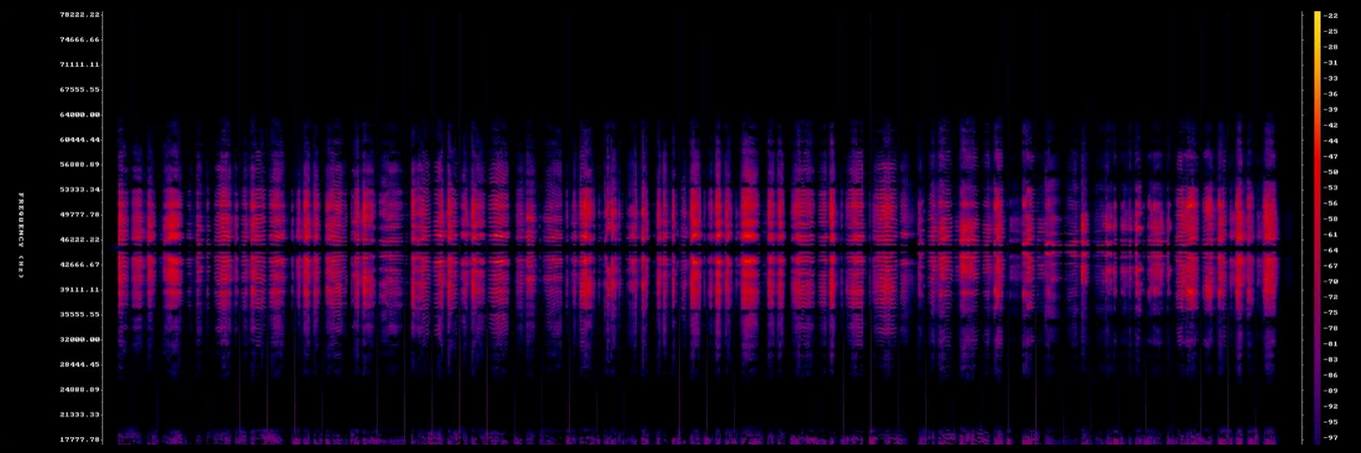
THE PRODUCT

- **Sound studio.** Your calls, your order, your gaps. Process it and put it on your caller.
- **BRAIN.** Ask him what works. He debriefs you, files it, and drafts the landowner update.
- **Stand log.** One tap marks any spot worth coming back to: a kill, a miss, an animal you saw. Drive straight back to it.
- **Pro Video.** Up to 4K120. Film while you call. Pre-roll keeps up to 2 minutes from before you press record.
- **2SHOT.** Front and rear cameras at once, in one video.
- **CallTuneAI.** The web studio. MotionFX, ultrasonic layers, full stands to 30 minutes, exports for any caller.

Download on the App Store GET IT ON Google Play

See the studio → calltuneai.com





INNOVATE / 06

CallTuneAI

A working, monetized micro-SaaS built as a demonstration of how quickly a product leader could move from strategy to market with AI.

ROLE	Founder and Solo Builder, Brand and Full-Stack AI Build

WHAT IT PROVED

- Conceived and led the complete product arc, from market problem, strategy, brand, and UX through software, pricing, launch, and revenue.
- Directed specialist developers and AI agents while governing source code, intellectual property, priorities, and scope through GitHub-centered workflows.
- Shipped working software across a responsive web studio, cloud-processing services, payments, account management, and a TestFlight mobile application.
- Validated demand through paying customers, a lifetime-deal launch, a hardware bundle, an affiliate program, and appearances on predator-hunting podcasts.

Read the full case study →





INNOVATE / 07

Umbilical Software

SWFA · A pre-Shopify e-commerce platform that turned one client's legacy-system bottleneck into a scalable commercial software business.

SWFA became Umbilical's anchor. Once launched, sales accelerated immediately, growing roughly 40x within 18 months.

ROLE	Founder, Owner & Executive Product Lead

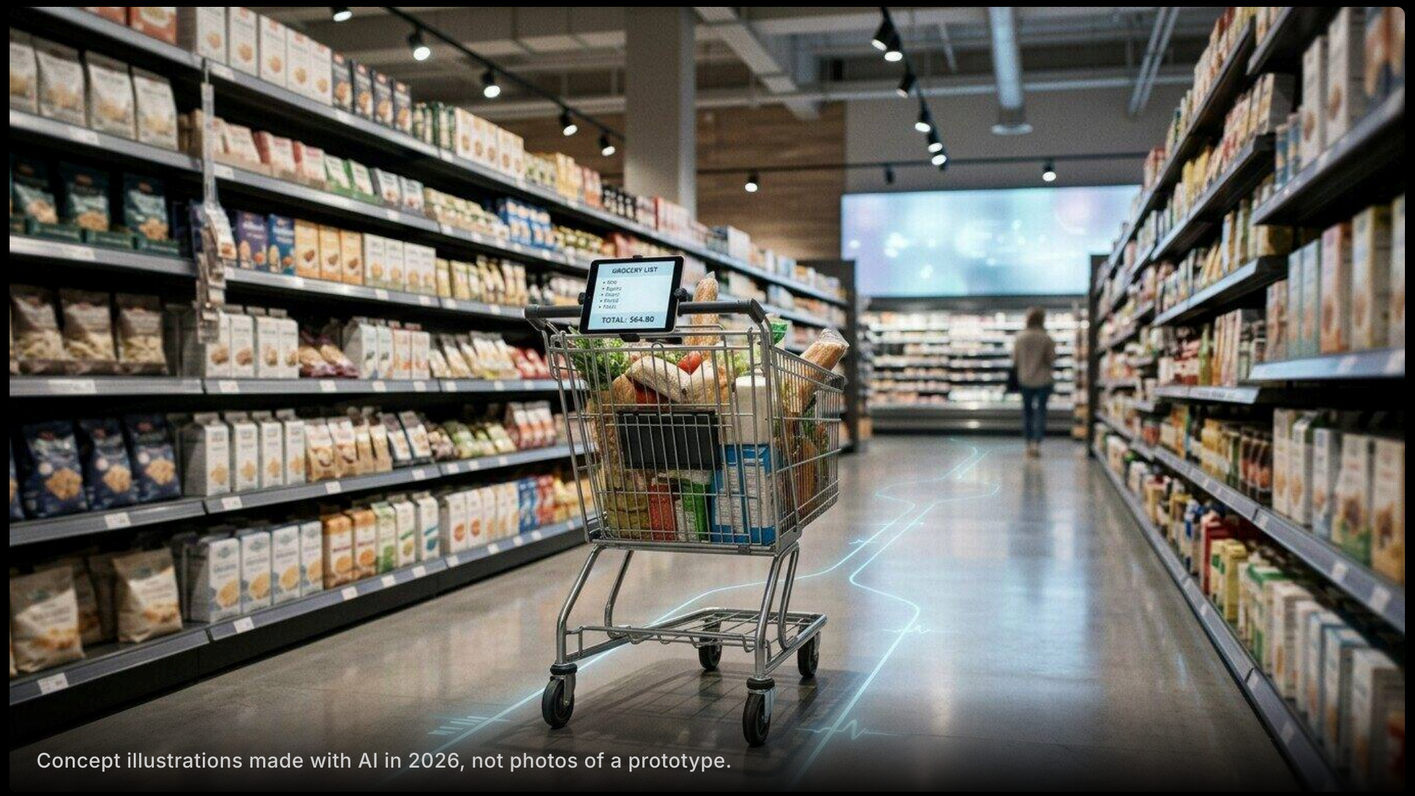
PLATFORM IMPACT

- Replaced a storefront that buckled under load and re-hosted the client on their own servers, ending an expensive single-vendor hosting lock-in and the weekend outages that took the store offline.
- Won real search visibility with a Google Search Appliance and custom URL-rewriting technology, after the old store's gibberish URLs made it impossible to rank, years before clean URLs were standard.
- Moved order management to the web and eliminated a per-seat back-office license that taxed the client for every new order-desk hire.
- Productized recurring retail problems into paid modules: pricing, social proof, used inventory, community, and cross-sell.

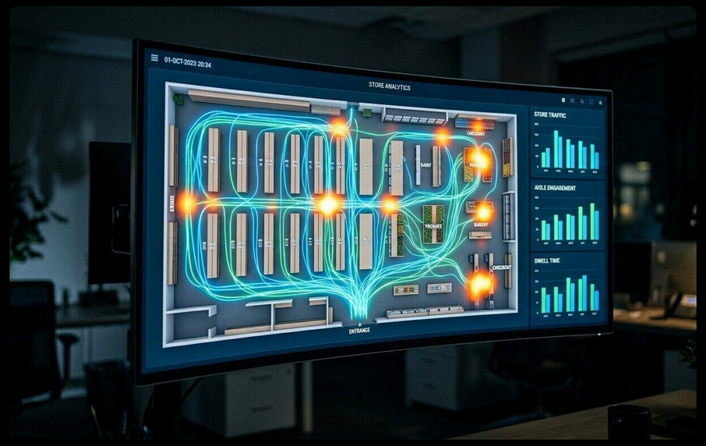
See how each module worked →

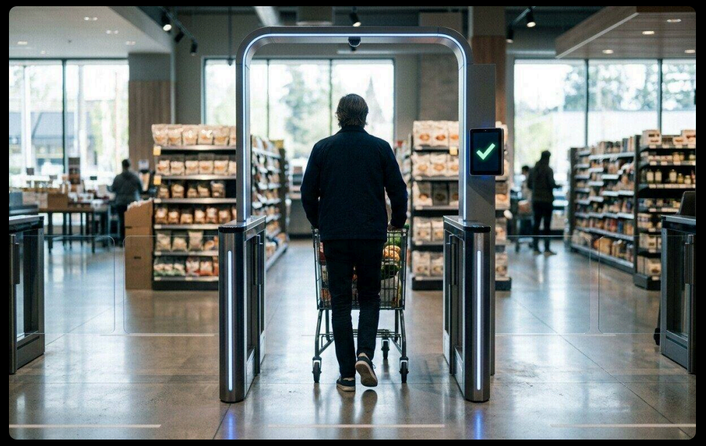
View the Umbilical user manual →

Read the full case study →



Concept illustrations made with AI in 2026, not photos of a prototype.





INNOVATE / 08

Retail Intelligence

Early work. Way ahead of its time.

Before phones could do any of it, I worked with the engineers at TRLabs on a store that knew the shopper's path, tuned its advertising to them in the aisle, and let them scan a card and walk out.

ROLE

My company, Enter360, was a member of the TRLabs R&D consortium. I sat on its business advisory board and co-led three research proposals with the lab.

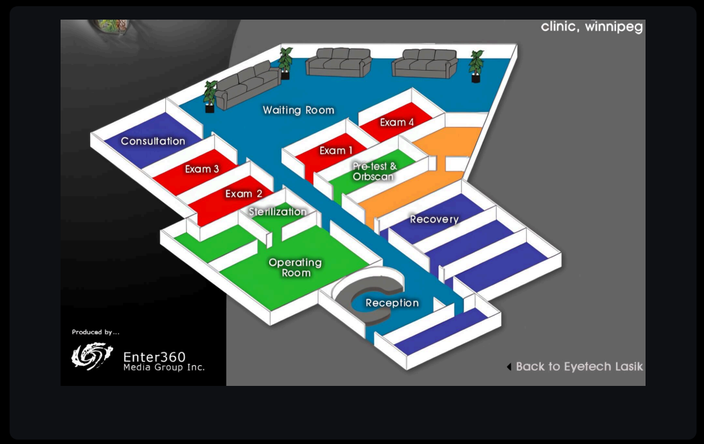
KEY RESULTS

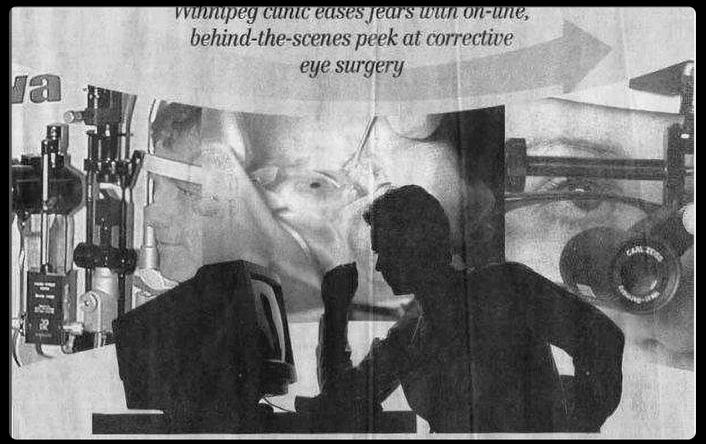
- **11 years ahead of Amazon.** Amazon opened its first checkout-free store to the public eleven years after these proposals went in.
- **3 linked research projects:** the cart, the aisle, and the advertising.
- **Walk out.** A loyalty card that carried the shopper's payment details, so they could scan it at the cart and leave.
- **Real time.** Advertising and coupons tuned to the shopper while they were still in the aisle, not after the visit.

Read the full case study →



The operating room, from the original 360-degree tour.





TRANSFORM / 01

EyeTech LASIK

Early work. One of my first turnarounds.

A surgeon opened a laser eye clinic in a market that would not pay for it, with a procedure Americans could not yet get at home. I pointed the clinic south, and it booked out until he retired.

ROLE	Led the research, the build, the launch campaign, and the destination program that followed.

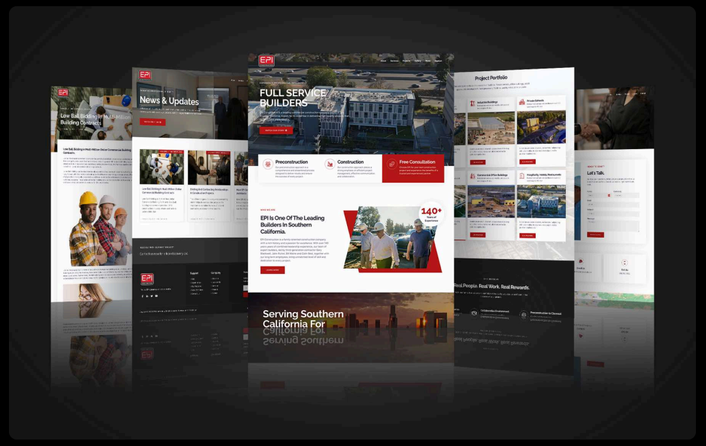
KEY RESULTS

- **50%+** of people who watched the film booked a free consultation.
- **80%** in-office close rate after the campaign, up from 65 percent.
- **$5,000 US** for both eyes, up from a $4,000 Canadian discount: more than 60 percent more per procedure.
- **Booked out** until the surgeon retired, with locals paying full price and patients flying in from across Canada, the US, and beyond.

Read the full case study →







TRANSFORM / 02

EPI Construction Turnaround

Strategic business, brand, and narrative transformation for a legacy construction firm

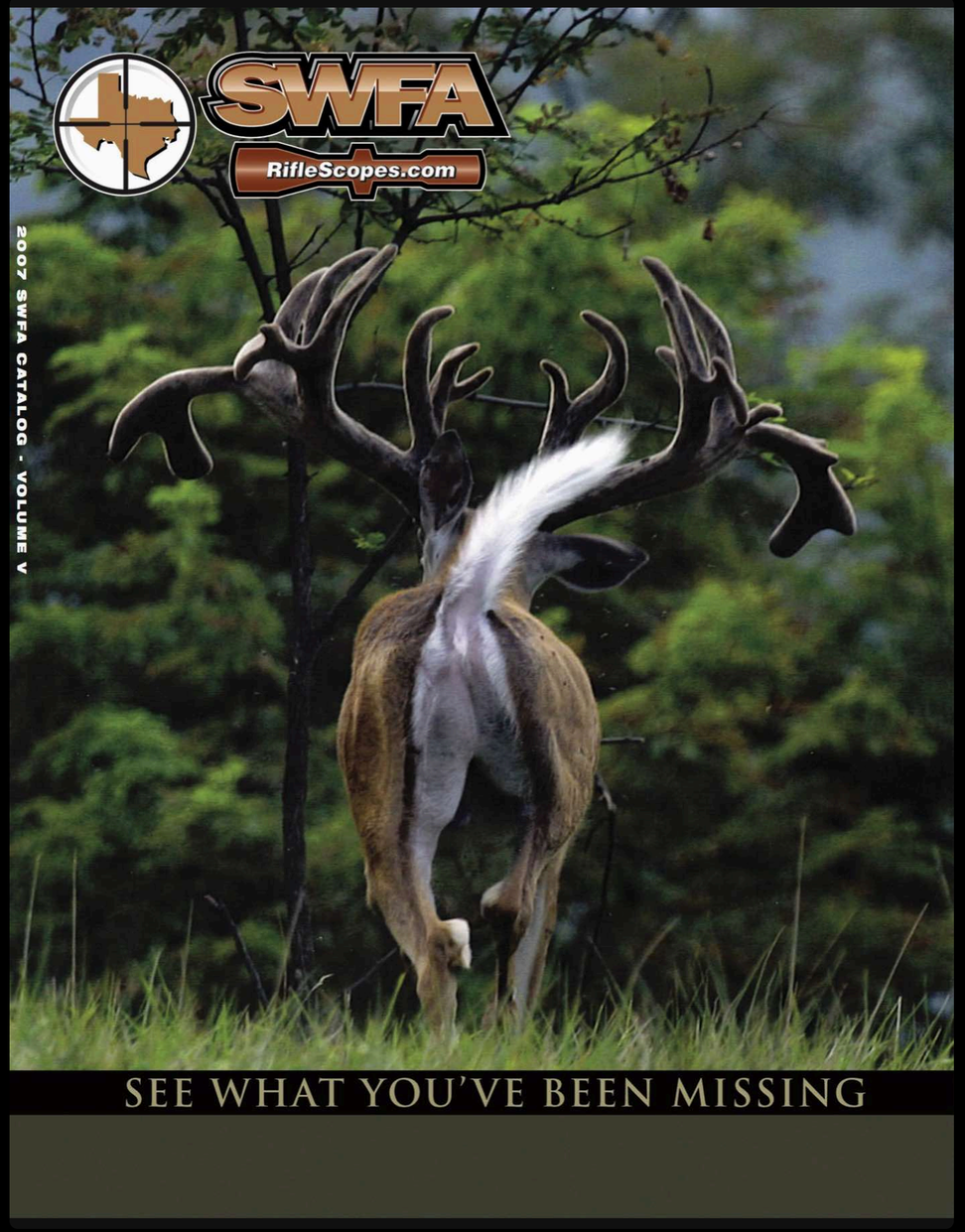
EPI Construction engaged me during a period of declining win rates and margin pressure, despite a strong 40+ year reputation and a proven delivery record.

ROLE	Strategic Lead and Creative Director (Consulting, narrative, systems, execution)
ENGAGEMENT	Multi-phase consulting and execution (7–8 months)

RESULTS & IMPACT

- Gross profit doubled within ~12 months, scaling from a multi-eight-figure base without equivalent headcount growth
- Significant reduction in unpaid bidding and low-margin work
- Increased conversion toward design-build and design-assist engagements
- Improved confidence and performance in executive pitch environments
- Film and website established as pre-meeting trust assets
- Turnaround produced downstream revenue gains across supporting divisions

Read the full case study →







GROW / 01

SWFA: Growth, Advertising & Brand

Seven Years of Compound Growth for One of the World's Largest Sports Optics Dealers

When I met SWFA, they were running all-text ads in the backs of magazines, taking orders by phone and mail, and selling at gun shows. Their online store was doing six figures a year in an era when e-commerce was just coming of age.

ROLE	Founder & CEO, Enter360 Media. Brand strategy, advertising, growth architecture.
AGENCY OF RECORD	Enter360 Media (7-year engagement)

RESULTS & IMPACT

- Online sales grew 40x within 18 months of the new platform, from six figures a year to eight figures - and still growing
- SWFA expanded into brick and mortar during the engagement
- Positioned SWFA as "The World's Largest Dealer for Sports Optics"
- Print, mail, catalog, web, and forum built into one self-feeding system
- Managed $200K+ media campaigns and manufacturer co-op programs

Read the full case study →







GROW / 02

SWFA E-Commerce & Retail Technology

The Store, the Community, and the Automations That Outsold Everyone

So I proposed we stop renting the bottleneck and build the engine. My team reverse-engineered the back-office database and built an enterprise front end in ASP.NET and MS SQL that synced with it seamlessly. Seven years of development. The first 18-month phase opened the floodgates, taking online sales from $67,000 to $3 million a month. We kept building from there, adding modules, a standalone version, and the full front and back end, for seven years before I sold it.

ROLE	Founder & CEO, Enter360 Media. Systems architect, product lead, growth engineering.

RESULTS & IMPACT

- Built our own custom SEO tools, years ahead of anything on the market
- Built an enterprise ASP.NET / MS SQL platform to replace a legacy front end that failed at about 30 concurrent shoppers, then kept developing it for seven years
- OpticsTalk: the owned community that became the most visited optics forum online - a content and SEO flywheel before either term was common
- Samplelist: a second storefront for used, demo, and trade-in optics, with a built-in appraisal system and two-way new/used cross-promotion
- Photo contest UGC engine: $10K in prizes the first year, $20K at peak, all manufacturer-funded

The platform became Umbilical Software →







GROW / 03

SWFA Catalogs & Direct Marketing

Print That Paid for Itself

Early on, I convinced SWFA they needed something they had never had: a real catalog. Not a price list - a brand piece that could sit in a customer's shop for a year and keep selling the whole time.

ROLE	Founder & CEO, Enter360 Media. Publisher, creative director, print production manager.
SCOPE	Catalog strategy, design and layout, manufacturer ad sales, print production, distribution logistics, direct mail

RESULTS & IMPACT

- Up to 4 catalogs per year, ~300 pages each, 100K-110K copies per run
- Manufacturer ad placements funded production - the catalog paid for itself before it hit a mailbox
- Cut print costs 30% via Quebecor Vancouver and passed the full savings to the client
- Zone-skipped cross-border distribution; a catalog in every order box
- Overnight on-press approvals, signature by signature
- Every photo contest entry came with a written testimonial, so the catalog pages carry real customer photos and their testimonials, without photo shoots







GROW / 04

Super Sniper Riflescopes & DTC Products

The Castoff That Became the Company

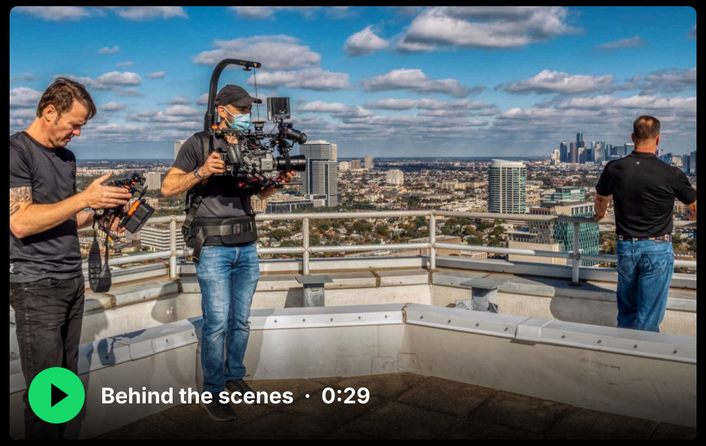
Super Sniper started as a Tasco product - a tactical scope with a real U.S. government contract pedigree (the Navy contract number ran right in our ads) that Tasco was walking away from. The brand was mine to build.

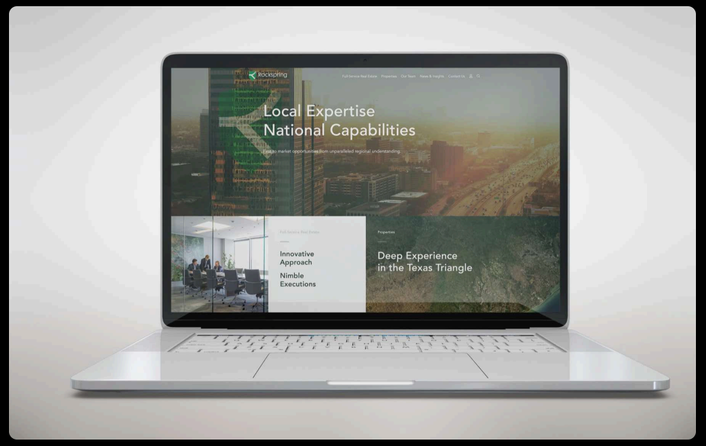
ROLE	Founder & CEO, Enter360 Media. Brand creator, strategist, advertising and DTC lead.
SCOPE	Brand identity, slogan, logo, packaging, factory engravings, advertising, PR, collabs, DTC strategy

RESULTS & IMPACT

- Turned a discontinued Tasco line into SWFA's own flagship brand
- Created the brand: name treatment, "Nothing Comes Close" slogan, logo, packaging, engravings
- Price-disruptor DTC positioning: mil-spec capability at $299 (mid-2000s dollars), exclusively at SWFA
- Credibility engine: military and police sniper testimonials, government contract heritage in every ad
- Built a cult following over 7+ years - SWFA later narrowed to DTC optics under the SS brand, still selling today (30 years of SS)







TRANSFORM / 03

Rockspring Capital Investor Acceleration

Strategic repositioning and capital formation strategy

Rockspring engaged me to strengthen investor conversion in an increasingly competitive private equity market.

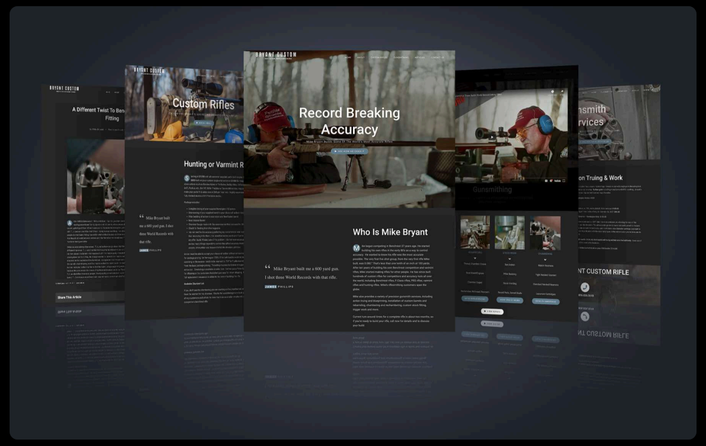
ROLE	Strategic Lead and Creative Director (Positioning, research, narrative architecture, conversion strategy)
ENGAGEMENT	Multi-phase strategic consulting and execution (6–7 months)

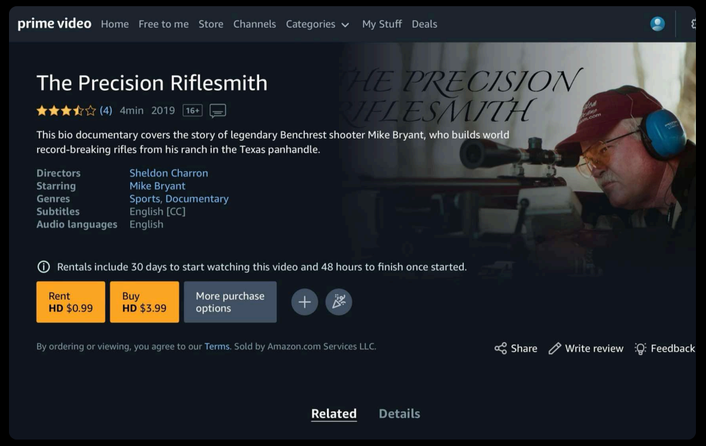
RESULTS & IMPACT

- Accelerated investor commitments through clear structural differentiation
- Increased confidence and conversion effectiveness in live investor meetings
- Elevated perceived sophistication and institutional credibility
- Strengthened positioning against larger, better-known capital funds
- Provided leadership with a repeatable investor narrative and presentation system

Read the full case study →







TRANSFORM / 04

Bryant Precision Relaunch

Reforging a Legend Through Cinematic Storytelling and Viral Demand

After publicly retiring from custom rifle manufacturing, world-class benchrest competitor Mike Bryant spent nearly four years out of the market.

ROLE	Strategic Lead – Narrative, Brand & Demand Strategy
ENGAGEMENT	Strategic Brand Reintroduction and Film Production (6–12 months initial launch, ongoing impact)

RESULTS & IMPACT

- 4x increase in revenue, plus a major increase in pricing due to brand elevation and sustained demand
- Over a million combined views across social media, YouTube and streaming
- Documentary picked up by Amazon Prime elevating brand authority
- 2–3 qualified inquiries per day immediately post-launch
- Multi-year waiting list established within months

Read the full case study →







DOMINATE / 01

Building the Brand Behind The World's Most Trusted Name In Predator Calling

FOXPRO®

I was a hardcore predator hunter building my own calls when I met the founders of FOXPRO®. Electronic callers were new tech dominated by Chinese imports. FOXPRO® was small but gaining momentum. Mike Dillon was the hunter, his brother Steve the electrical engineer and they made their calls back home in PA. That was a story I could tell and I knew I could help them take over the market.

ROLE	Strategic Brand & Marketing Director
ENGAGEMENT	Agency of Record, Enter360 Media (6-year engagement)

RESULTS & IMPACT

- Helped transform FOXPRO from a niche manufacturer into #1 in their market
- Established a national advertising presence across leading outdoor publications
- Developed FOXPRO's first retail packaging supporting expansion into Bass Pro and Cabela's
- Built coordinated product launch campaigns combining advertising, PR, and editorial coverage
- Contributed roadmap ideas from the field on remote design, sound control and motion features. One, using the gunshot to switch the caller to a pup distress sound, FOXPRO released as FoxBang®

Read the full case study →







DOMINATE / 02

Product Launch Campaigns & Market Expansion

FOXPRO® · Launching Products, Driving Demand, Taking Market Share

When FOXPRO became a client, the company was selling direct, active in forums, and working with a small network of partners and ambassadors. The product was strong and gaining traction, but there was no coordinated national campaign and very limited presence in print.

ROLE	Founder & CEO, Enter360 Media. Strategic & Creative Lead
SCOPE	Brand strategy, national advertising campaigns, media buying, PR strategy, copywriting, catalog development, product launch campaigns

RESULTS & IMPACT

- Built FOXPRO’s first national advertising presence
- Secured premium placements and editorial coverage across major outdoor publications
- Created coordinated campaigns across advertising, PR, and catalogs
- Established consistent brand visibility across the predator hunting market
- Advised on rollout timing: hold features back and release them one at a time, so every time a competitor caught up there was something new

Read the full case study →







DOMINATE / 03

Turning FOXPRO® into a Retail-Ready Brand

From cardboard shipping boxes to full retail packaging, displays, and national rollout across Bass Pro Shops and Cabela's.

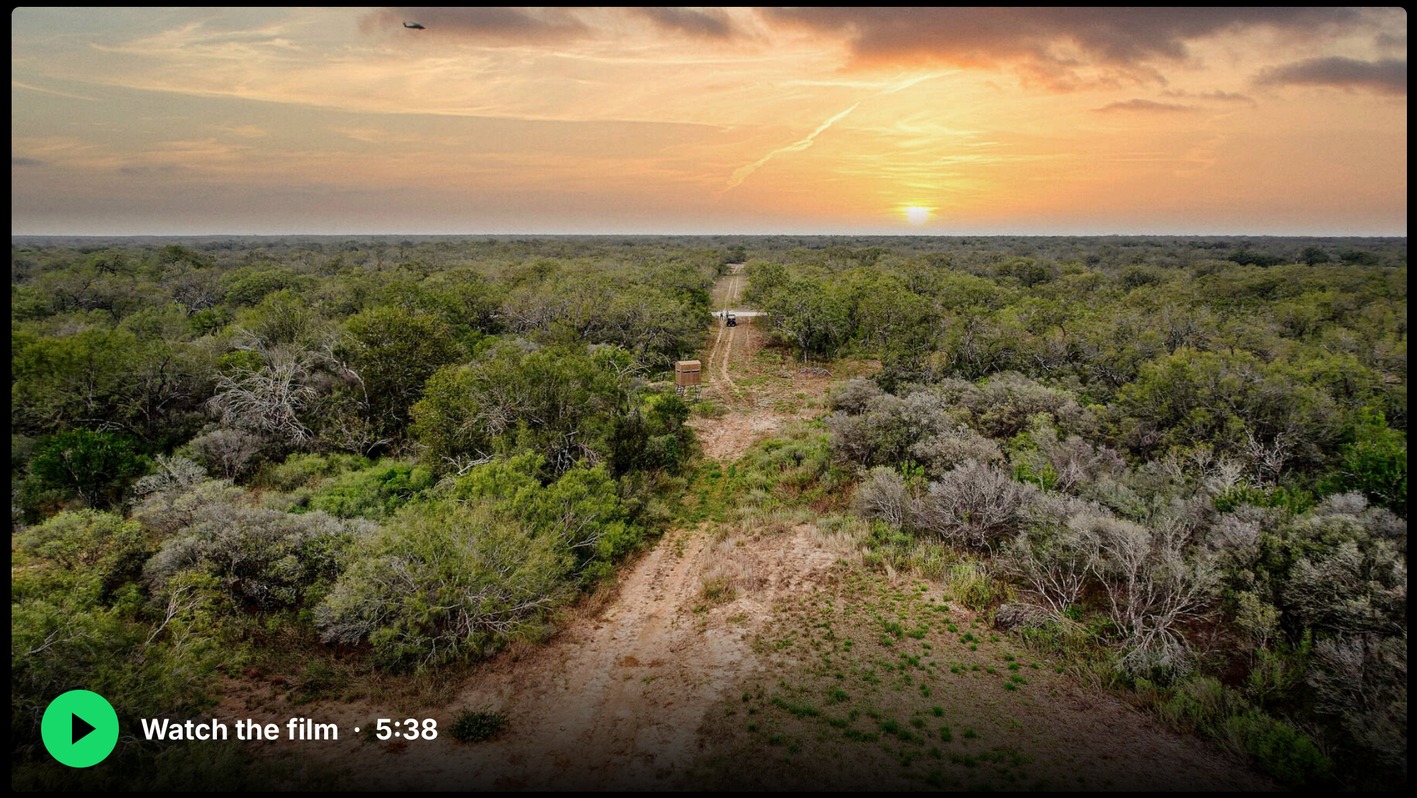
When FoxPro started gaining traction and moving into major retail, their products were still being shipped in basic cardboard boxes with loose fill. It worked for fulfillment, but it completely missed the opportunity for in-store visibility, branding, and retail conversion.

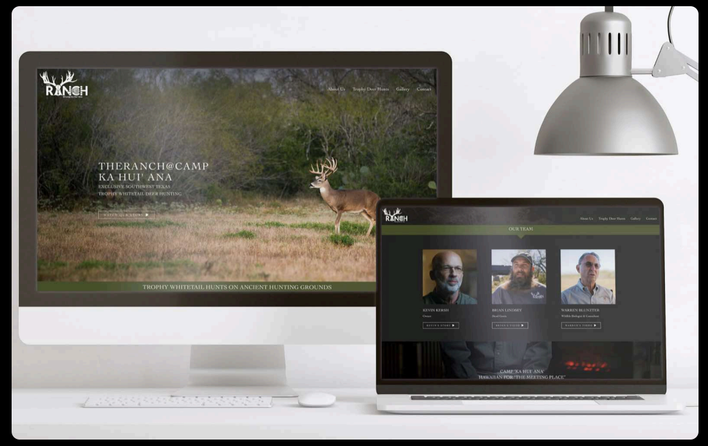
ROLE	President & CEO, Enter360 Media. Acting Strategic Lead & Execution Owner
ENGAGEMENT	Agency of Record, Enter360 Media (6-year engagement)

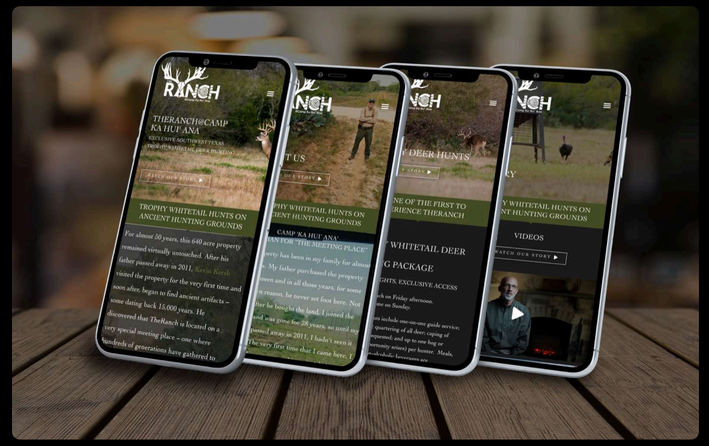
RESULTS & IMPACT

- Successfully transitioned from basic fulfillment packaging to retail-ready product systems
- Increased in-store visibility and brand presence across high-traffic retail environments
- Enabled rollout into Bass Pro Shops and Cabela's
- Established scalable packaging and display systems across multiple SKUs
- Turned packaging into a primary marketing and branding surface

Read the full case study →







TRANSFORM / 05

The Ranch At Camp Ka Hui 'Ana

Brand Creation and Revenue Engine for a 640-Acre Texas Hunting Ranch

When the founder came to me, he had just inherited 640 acres of historic South Texas land. What he did not have was a brand, a website, a pricing model, or any strategy for turning that land into a viable business. There was infrastructure on the ground, but no market position and no path to revenue.

ROLE	Strategic Lead (Brand, Revenue & Growth)
ENGAGEMENT	Multi-phase consulting and execution (3 years)

RESULTS & IMPACT

- Trophy hunts booked two years in advance
- Premium hunt pricing up to $15,000 per engagement
- Expanded into executive and retreat offerings
- 140,000+ annual website visitors
- Started from zero revenue: logo, website, booking system, pricing, email marketing and the origin film

Read the full case study →

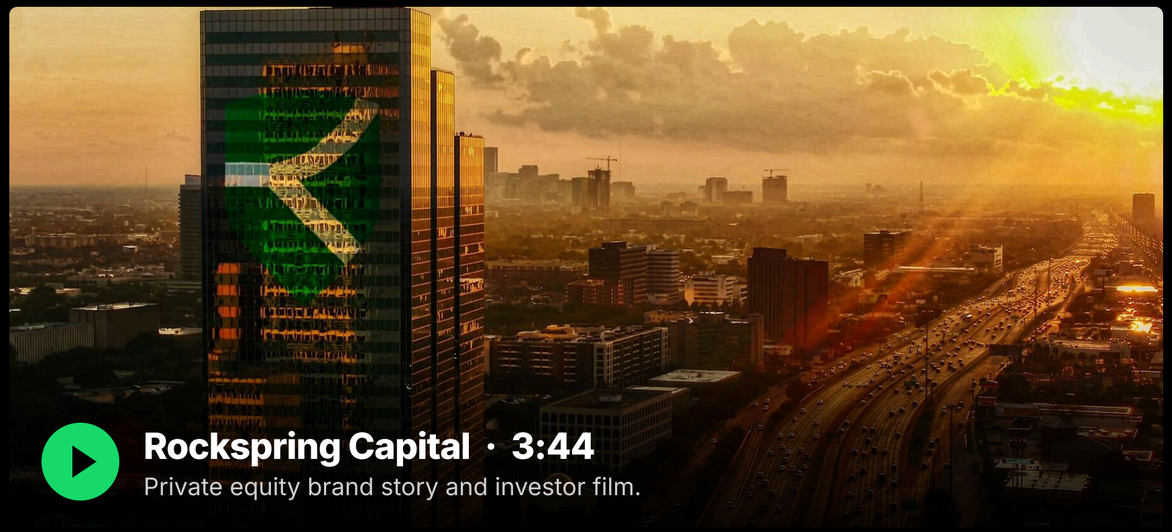
Films that earned trust.



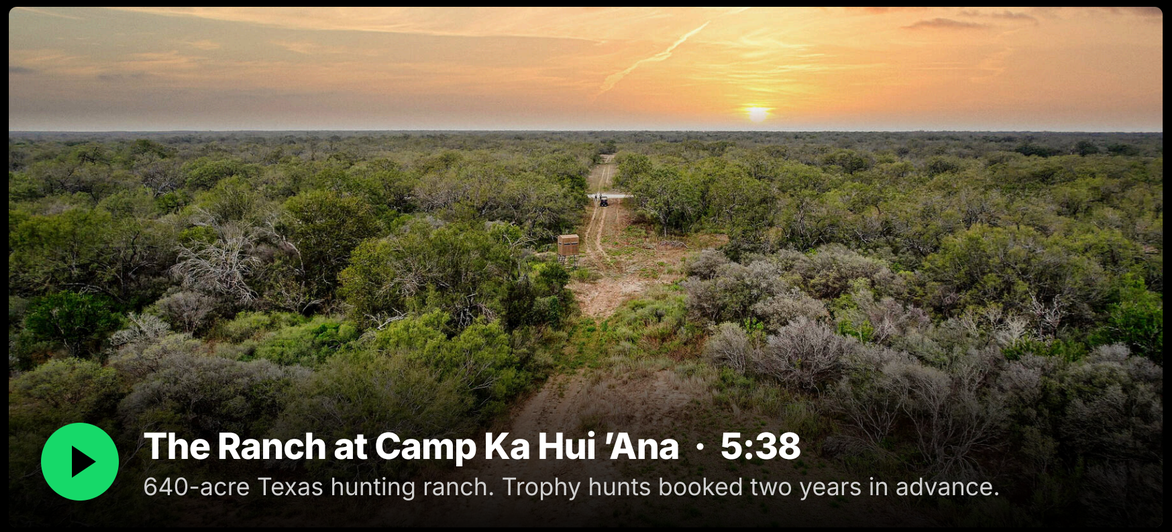
EPI Construction · 5:38
Branded documentary. Gross profit doubled within ~12 months.



The Precision Riflesmith · 4:00
Bryant Precision relaunch. Over a million combined views.



Rockspring Capital · 3:44
Private equity brand story and investor film.



The Ranch at Camp Ka Hui ʻAna · 5:38
640-acre Texas hunting ranch. Trophy hunts booked two years in advance.

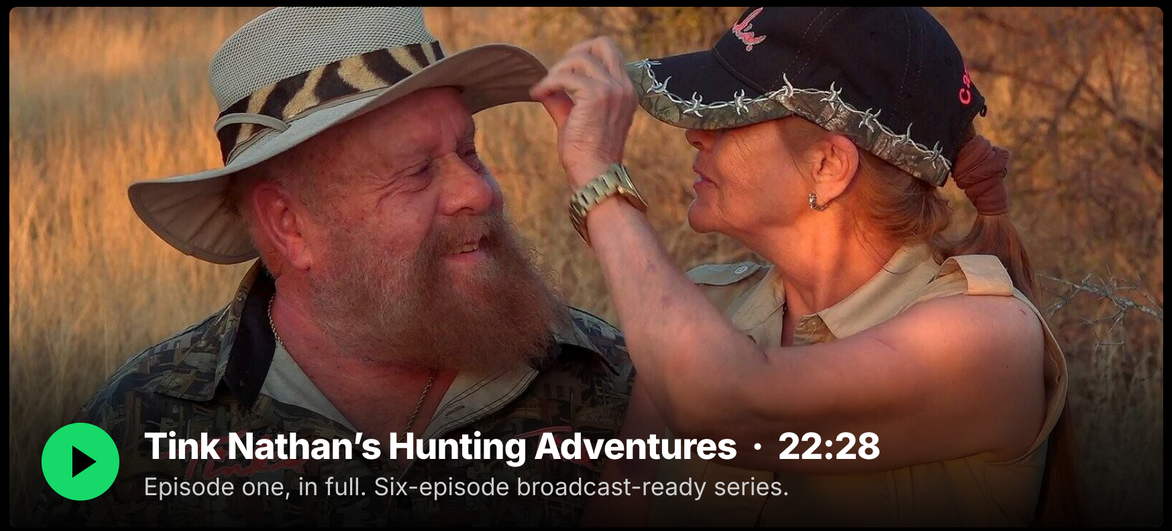
Documentary and broadcast.



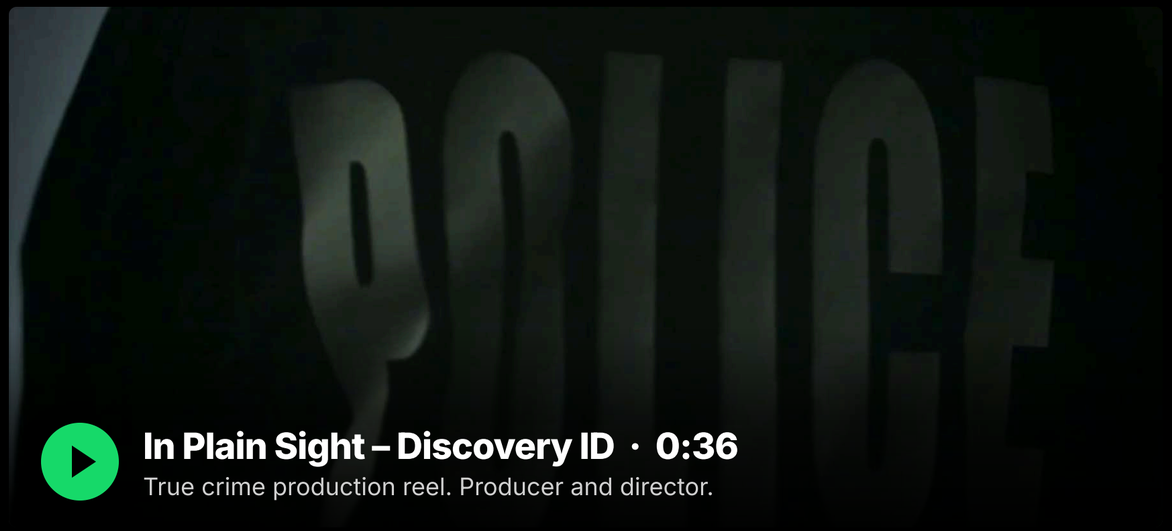
America's Rifleman – David Tubb · 9:34
Bio documentary. Crafting the documentary that unified legacy and brand.



Minii Ayam – My Journey · 12:18
Conservation documentary, Mongolia. Released on Amazon Prime.

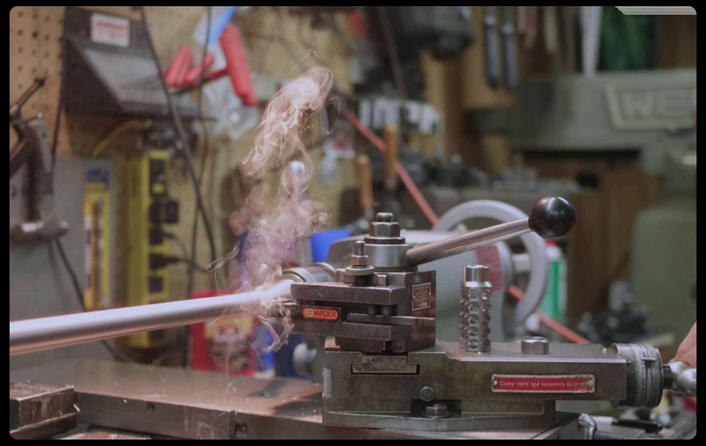


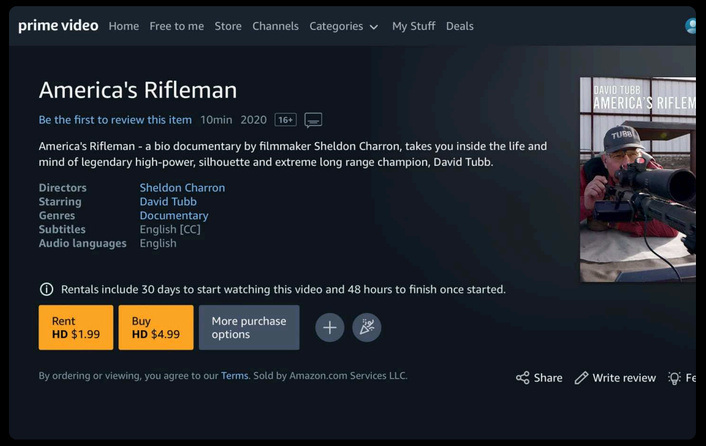
Tink Nathan's Hunting Adventures · 22:28
Episode one, in full. Six-episode broadcast-ready series.



In Plain Sight – Discovery ID · 0:36
True crime production reel. Producer and director.







CAPTIVATE / 01

America's Rifleman - David Tubb

Crafting The Documentary That Unified Legacy And Brand

For decades, David Tubb was known inside competitive shooting as a champion and innovator in long-range performance. But outside that core circle, there was a growing disconnect.

ROLE	Executive Producer, Director, Cinematographer, Editor, Narrative Architect, Distribution Strategy
PRODUCTION COMPANY	Enter360 Media
SCOPE	Documentary production, interview development, legacy storytelling, brand architecture integration, product narrative alignment, Amazon Prime distribution, social amplification

RESULTS & IMPACT

- Increased awareness across rifles, components, books, and training programs
- Elevated authority in extreme long range and precision engineering
- Created a permanent legacy asset for family and brand

Read the full case study →







CAPTIVATE / 02

In Plain Sight Discovery ID

Producing and Directing Broadcast True-Crime

In Plain Sight is a true-crime television series produced by Frantic Films for Investigation Discovery (Discovery ID), combining expert interviews with cinematic reenactments to reconstruct real criminal investigations.

ROLE	Producer, Line Producer, Field Producer, Director
PRODUCTION & DISTRIBUTION	Frantic Films, Investigation Discovery (Discovery ID)
SCOPE	Script breakdown, episodic budgeting, scheduling, casting coordination, location sourcing, production logistics, field production leadership, on-set direction coordination, cost reconciliation, broadcast delivery

THE RESULT

- The result was successful delivery of multiple episodes within a 50-episode season of the nationally distributed Discovery ID series, contributing reenactment production that helped bring real criminal cases to life for a broadcast audience.

Read the full case study →







CAPTIVATE / 03

Minii Ayam - Conservation Through Story

Reconstructing a stalled expedition film into a purpose-driven conservation documentary

ROLE

Executive Producer, Director, Narrative Architect, Post-Production Lead, Distribution Strategy

RESULTS & IMPACT

- Successfully reconstructed and completed a previously abandoned production
- Released on Amazon Prime and distributed across digital platforms
- Generated widespread engagement and strong viewership
- Elevated awareness of Mongolia's regulated Argali conservation program
- Helped position partners and participants as supporters of sustainable wildlife management
- Created a lasting digital asset supporting conservation tourism

Read the full case study →







CAPTIVATE / 04

Tink Nathan's Hunting Adventures

Protecting a Founder's Legacy in the Corporate Era

Tink Nathan built one of the most recognizable brands in hunting – Tink's® 69 Doe-In-Rut Buck Lure.

ROLE	Executive Producer, Showrunner, Director, Writer, Distribution Strategist
DISTRIBUTION & BRAND PARTNERS	Wild TV, Amazon Prime, Tink's®, Ramcat Broadheads, Danner Boots, LaCrosse Footwear

RESULTS & IMPACT

- Six-episode broadcast-ready series
- International digital distribution (Wild TV, Amazon Prime Video Direct)
- Increased founder recognition within the hunting community
- Significant surge in social engagement and online discussion
- Renewed consumer interest in the Tink's product line
- Contributed to increased brand visibility and retail momentum

Read the full case study →

NEXT

The next chapter.

I’m looking for the next chapter, bringing my experience as a creative leader, product builder and strategist into a company doing ambitious work that matters. I’m as happy building on my own as I am leading a team, in an office or from home. I can work anywhere in the United States or Canada, and I’m open to relocation.

This is a selection from the many projects and companies I’ve worked with. It is the work I’ve enjoyed most and some of what I’m most proud of. Other work includes virtual reality, healthcare, the green industry, agriculture, economic development, hospitality and tourism, smart home technology and retail technology. I also spent eight years as a real estate broker, across rural and ranch, residential and light commercial, in sales, development and marketing.

The view’s only worth it if you help others reach the top.

EMAIL
hello@sheldoncharron.com

PHONE
512.877.7341

ALL CASE STUDIES
sheldoncharron.com/work

LINKEDIN
linkedin.com/in/sheldoncharron

GITHUB
github.com/xcharron

ENDORSEMENTS
sheldoncharron.com/studio

FOXPRO® is a registered trademark of FOXPRO, Inc. Tink’s® is a registered trademark of its owner. Client names and work are shown for historical context only; no endorsement or current affiliation is implied.