

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 • sheldoncharron.com • Austin, Texas



Results at a glance.

EPI CONSTRUCTION

Gross profit doubled

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

FOXPRO®

#1 in their market

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

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

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

THE RANCH AT CAMP KA HUI 'ANA

Trophy hunts booked two years out

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

ROCKSPRING CAPITAL

Investor commitments accelerated

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

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

PREYR AND CALLTUNEAI

Shipped with AI agents

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

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 'Ana • 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.



МИНИЙ АЯЛАЛ
МЧ JOURNĖЧ

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



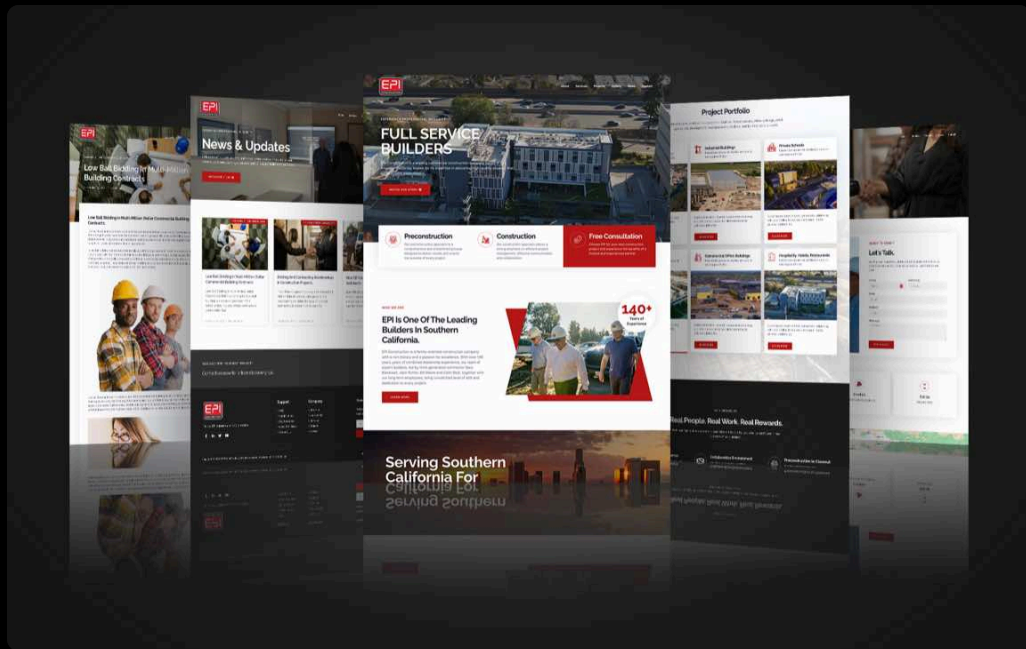
 **Tink Nathan's Hunting Adventures · 22:28**
Episode one, in full. Six-episode broadcast-ready series.



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



Watch the film · 5:38



TRANSFORM / 01

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)

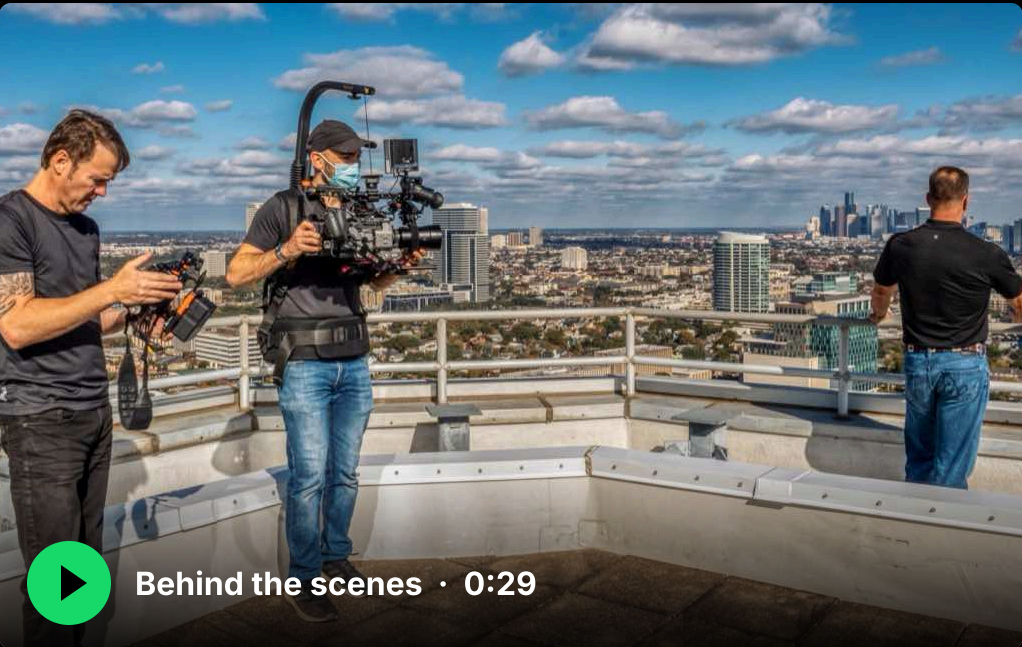
RESULTS & IMPACT

- 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

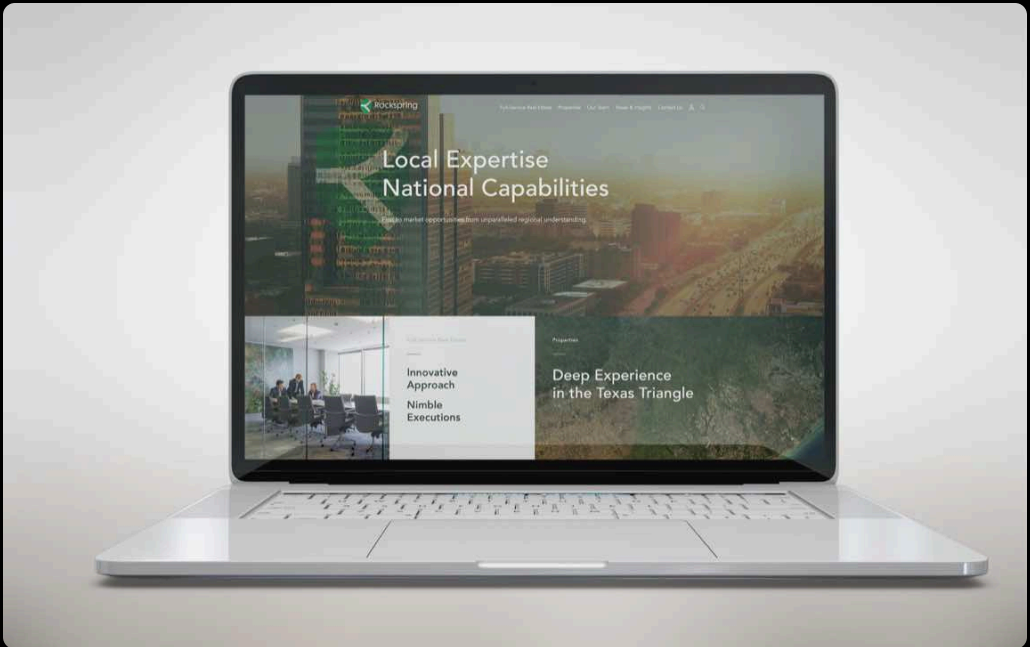
[Read the full case study →](#)



 Watch the film · 3:44



 Behind the scenes · 0:29



TRANSFORM / 02

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)

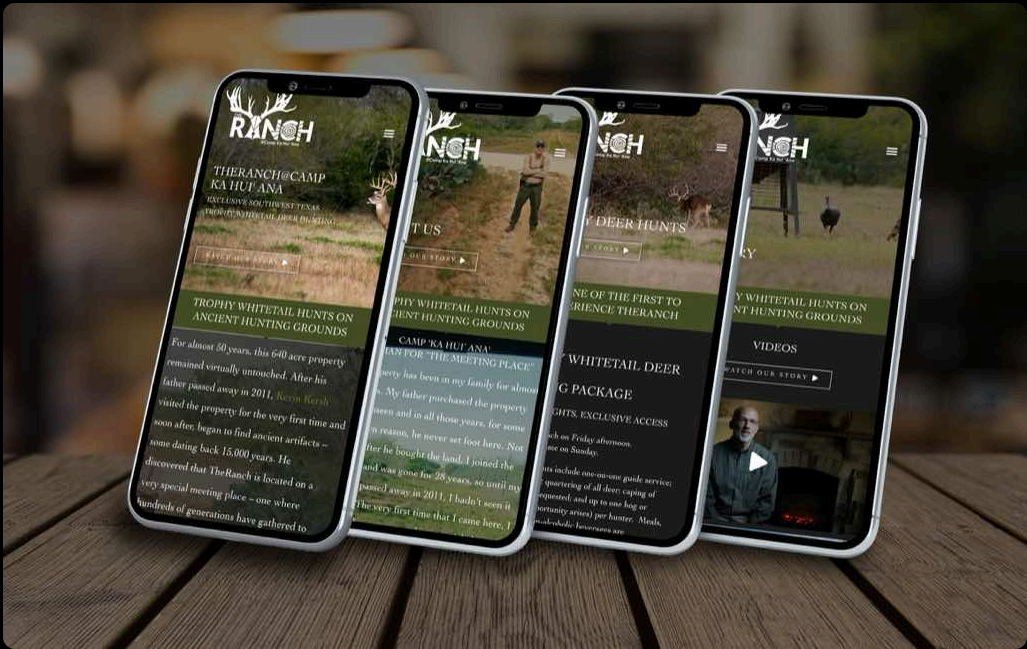
RESULTS & IMPACT

- 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 →](#)



 Watch the film · 5:38



TRANSFORM / 03

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

Behind the scenes: why I shot this one myself · 6:42 →

[Read the full case study →](#)



TRANSFORM / 04

Bryant Precision Relaunch

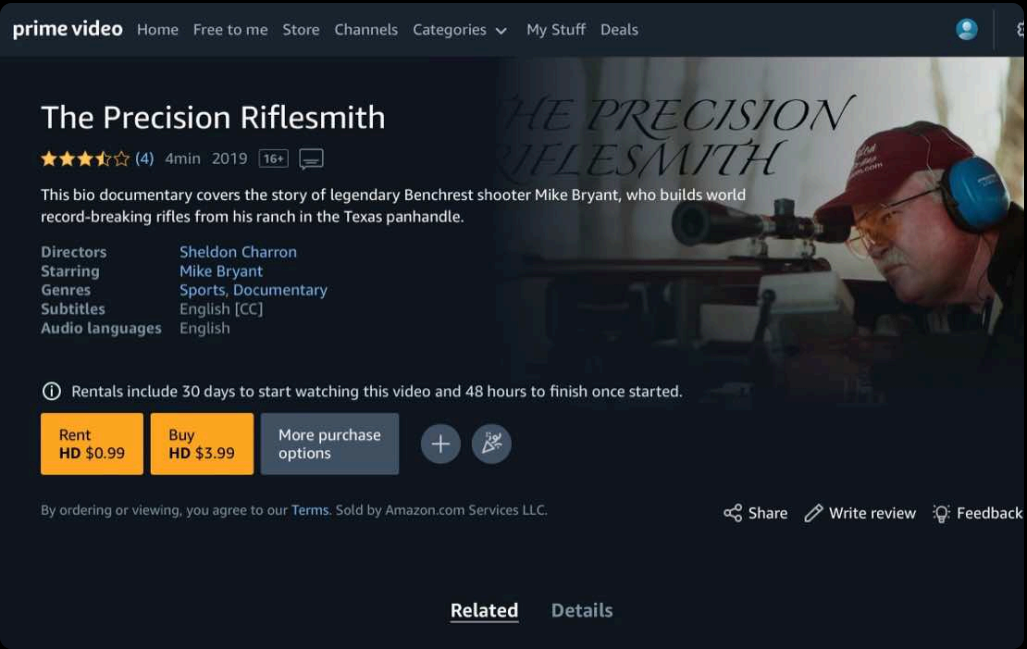
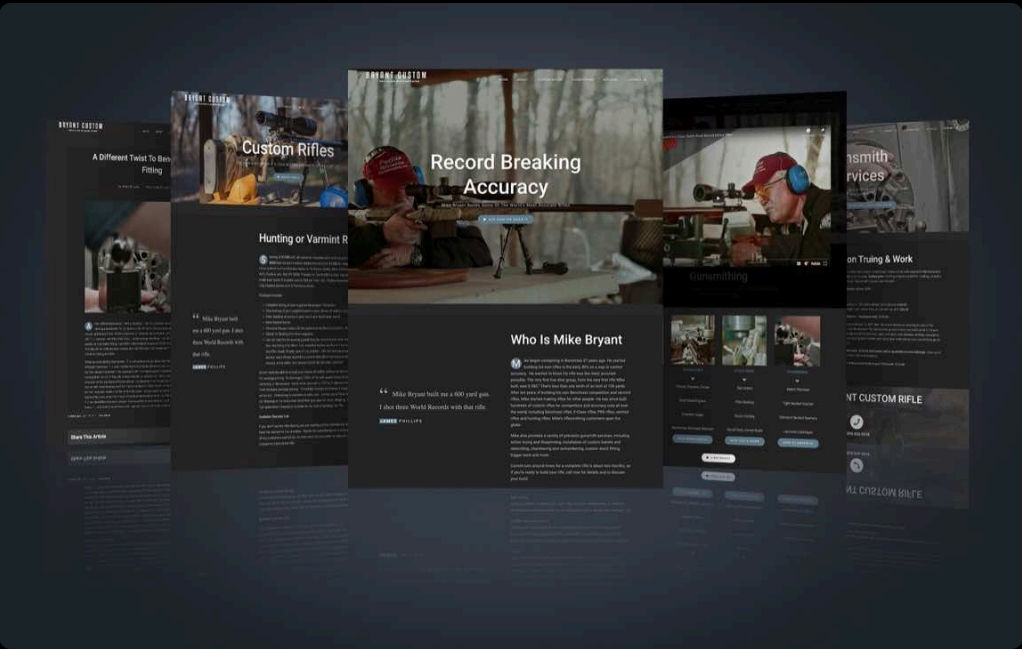
Reforging a Legend Through Cinematic Storytelling and Viral Demand

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 →](#)

[illegible]



FREE SHIPPING on all current model **Leupold** Optics
Free Express Shipping to lower 48 states



SWFA
RifleScope.com

The World's LARGEST Dealer For Sports Optics

Over 1000 Different Optics in Stock!

LEUPOLD

1.5x44mm Mark II Long Range Tactical	\$149.95
1.5x44mm Mark II Long Range Tactical	\$149.95
2.5x44mm Mark II Long Range Tactical	\$199.95
3.5x44mm Mark II Long Range Tactical	\$249.95
4.5x44mm Mark II Long Range Tactical	\$299.95
5.5x44mm Mark II Long Range Tactical	\$349.95
6.5x44mm Mark II Long Range Tactical	\$399.95
7.5x44mm Mark II Long Range Tactical	\$449.95
8.5x44mm Mark II Long Range Tactical	\$499.95
9.5x44mm Mark II Long Range Tactical	\$549.95
10.5x44mm Mark II Long Range Tactical	\$599.95
11.5x44mm Mark II Long Range Tactical	\$649.95
12.5x44mm Mark II Long Range Tactical	\$699.95
13.5x44mm Mark II Long Range Tactical	\$749.95
14.5x44mm Mark II Long Range Tactical	\$799.95
15.5x44mm Mark II Long Range Tactical	\$849.95
16.5x44mm Mark II Long Range Tactical	\$899.95
17.5x44mm Mark II Long Range Tactical	\$949.95
18.5x44mm Mark II Long Range Tactical	\$999.95
19.5x44mm Mark II Long Range Tactical	\$1049.95
20.5x44mm Mark II Long Range Tactical	\$1099.95
21.5x44mm Mark II Long Range Tactical	\$1149.95
22.5x44mm Mark II Long Range Tactical	\$1199.95
23.5x44mm Mark II Long Range Tactical	\$1249.95
24.5x44mm Mark II Long Range Tactical	\$1299.95
25.5x44mm Mark II Long Range Tactical	\$1349.95
26.5x44mm Mark II Long Range Tactical	\$1399.95
27.5x44mm Mark II Long Range Tactical	\$1449.95
28.5x44mm Mark II Long Range Tactical	\$1499.95
29.5x44mm Mark II Long Range Tactical	\$1549.95
30.5x44mm Mark II Long Range Tactical	\$1599.95
31.5x44mm Mark II Long Range Tactical	\$1649.95
32.5x44mm Mark II Long Range Tactical	\$1699.95
33.5x44mm Mark II Long Range Tactical	\$1749.95
34.5x44mm Mark II Long Range Tactical	\$1799.95
35.5x44mm Mark II Long Range Tactical	\$1849.95
36.5x44mm Mark II Long Range Tactical	\$1899.95
37.5x44mm Mark II Long Range Tactical	\$1949.95
38.5x44mm Mark II Long Range Tactical	\$1999.95
39.5x44mm Mark II Long Range Tactical	\$2049.95
40.5x44mm Mark II Long Range Tactical	\$2099.95
41.5x44mm Mark II Long Range Tactical	\$2149.95
42.5x44mm Mark II Long Range Tactical	\$2199.95
43.5x44mm Mark II Long Range Tactical	\$2249.95
44.5x44mm Mark II Long Range Tactical	\$2299.95
45.5x44mm Mark II Long Range Tactical	\$2349.95
46.5x44mm Mark II Long Range Tactical	\$2399.95
47.5x44mm Mark II Long Range Tactical	\$2449.95
48.5x44mm Mark II Long Range Tactical	\$2499.95
49.5x44mm Mark II Long Range Tactical	\$2549.95
50.5x44mm Mark II Long Range Tactical	\$2599.95
51.5x44mm Mark II Long Range Tactical	\$2649.95
52.5x44mm Mark II Long Range Tactical	\$2699.95
53.5x44mm Mark II Long Range Tactical	\$2749.95
54.5x44mm Mark II Long Range Tactical	\$2799.95
55.5x44mm Mark II Long Range Tactical	\$2849.95
56.5x44mm Mark II Long Range Tactical	\$2899.95
57.5x44mm Mark II Long Range Tactical	\$2949.95
58.5x44mm Mark II Long Range Tactical	\$2999.95
59.5x44mm Mark II Long Range Tactical	\$3049.95
60.5x44mm Mark II Long Range Tactical	\$3099.95
61.5x44mm Mark II Long Range Tactical	\$3149.95
62.5x44mm Mark II Long Range Tactical	\$3199.95
63.5x44mm Mark II Long Range Tactical	\$3249.95
64.5x44mm Mark II Long Range Tactical	\$3299.95
65.5x44mm Mark II Long Range Tactical	\$3349.95
66.5x44mm Mark II Long Range Tactical	\$3399.95
67.5x44mm Mark II Long Range Tactical	\$3449.95
68.5x44mm Mark II Long Range Tactical	\$3499.95
69.5x44mm Mark II Long Range Tactical	\$3549.95
70.5x44mm Mark II Long Range Tactical	\$3599.95
71.5x44mm Mark II Long Range Tactical	\$3649.95
72.5x44mm Mark II Long Range Tactical	\$3699.95
73.5x44mm Mark II Long Range Tactical	\$3749.95
74.5x44mm Mark II Long Range Tactical	\$3799.95
75.5x44mm Mark II Long Range Tactical	\$3849.95
76.5x44mm Mark II Long Range Tactical	\$3899.95
77.5x44mm Mark II Long Range Tactical	\$3949.95
78.5x44mm Mark II Long Range Tactical	\$3999.95
79.5x44mm Mark II Long Range Tactical	\$4049.95
80.5x44mm Mark II Long Range Tactical	\$4099.95
81.5x44mm Mark II Long Range Tactical	\$4149.95
82.5x44mm Mark II Long Range Tactical	\$4199.95
83.5x44mm Mark II Long Range Tactical	\$4249.95
84.5x44mm Mark II Long Range Tactical	\$4299.95
85.5x44mm Mark II Long Range Tactical	\$4349.95
86.5x44mm Mark II Long Range Tactical	\$4399.95
87.5x44mm Mark II Long Range Tactical	\$4449.95
88.5x44mm Mark II Long Range Tactical	\$4499.95
89.5x44mm Mark II Long Range Tactical	\$4549.95
90.5x44mm Mark II Long Range Tactical	\$4599.95
91.5x44mm Mark II Long Range Tactical	\$4649.95
92.5x44mm Mark II Long Range Tactical	\$4699.95
93.5x44mm Mark II Long Range Tactical	\$4749.95
94.5x44mm Mark II Long Range Tactical	\$4799.95
95.5x44mm Mark II Long Range Tactical	\$4849.95
96.5x44mm Mark II Long Range Tactical	\$4899.95
97.5x44mm Mark II Long Range Tactical	\$4949.95
98.5x44mm Mark II Long Range Tactical	\$4999.95
99.5x44mm Mark II Long Range Tactical	\$5049.95
100.5x44mm Mark II Long Range Tactical	\$5099.95

Nikon

1.5x44mm Mark II Long Range Tactical	\$149.95
2.5x44mm Mark II Long Range Tactical	\$199.95
3.5x44mm Mark II Long Range Tactical	\$249.95
4.5x44mm Mark II Long Range Tactical	\$299.95
5.5x44mm Mark II Long Range Tactical	\$349.95
6.5x44mm Mark II Long Range Tactical	\$399.95
7.5x44mm Mark II Long Range Tactical	\$449.95
8.5x44mm Mark II Long Range Tactical	

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, 2001-2008)

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

THE #1 SOURCE FOR OPTICS RELATED INFORMATION

Over Five thousand members

The largest group of
contributing optics
professionals in the world

Over Six thousand
optics related topics



- Bringing sporting scope enthusiasts together since 2003

- Share your stories
- Buy sell and trade gear
- Browse our comprehensive F.A.Q. section
- We always have new contests running
- Get all the latest SWFA products, press releases and HOT news!
- Show off your photos in our members gallery

Get Expert Advice on Sport Optics

OPTICSTALK.COM

Forum By: 



\$20,000.00 PHOTO CONTEST

The rules are very easy making it possible for anyone to win. Basically you take a picture that includes a product you bought from us and submit it along with a story, the best picture and story combination wins the Grand Prize. Pictures can be anything from hunts, vacation, sporting events, news, it does not matter as long as the product you purchased from us is in the picture and has relevance in the story. You must be in our data base as purchasing the product on or after Sept. 1, 2003 and most importantly that product must be in the picture you submit.

Contest ends at midnight Jan. 31, 2005. 30 finalists will be named at that time. Once the 30 finalists are selected, the general public will begin voting Feb. 1 - Feb. 29, 2005. Places 1-30 will be determined on the amount of votes received per finalist.

For a complete entry form visit www.RifleScopes.com

The finalist are guaranteed one of the 41 prizes that include:

Leica Geovid 10x42 BWP 1300 Yard Laser Rangefinding Binocular, Burris Fullfield II 3-9x40 Matte, Ballistic Plex w/ 20x40 LandMark Compact Spotting Scope, Burris Large Window Mount, Burris Fullfield II 4.5-14x42 A7C Matte, Ballistic Plex w/ 12-20x40 LandMark Spotting Scope, Burris Micro-adjust Reticleless Triang, Burris L-1000 7x40 1300 Yard Laser Rangefinding Binocular, Burris Lane Find, Leupold VX-8i 4.5-14x40 Matte Bore & Crockett Rifle Scope, Leupold Wild River Pinnacle 10x42 Binocular, Leupold Wild River Sequoia 15-40x40 Straight Armored Spotting Scope, Sauer Super 10x42 Side Focus Super Scope, Sauer Super Ant-Reflection Device, Sauer Super Skiscope 2.2x Spotting Scope, M.D. Master Side Rule Distance Calculator, Zeiss Conquest 3-9x40 Matte Finish, 2-Plus Rifle Scope, Zeiss Conquest 10x30 BUC 7" Binocular, Bushnell Legend 8x32 Binocular, Bushnell Image View 10x42 Binocular / Digital Camera, Bushnell Legend 3-9x40 Matte Finish Rifle Scope, Bushnell Yardage-Pro Sport Compact 800 Yard Laser Rangefinder, Kales Rifle Scope, Swarovski Laser Guide 8x30 1500 Yard Laser Rangefinder, Nikon Monarch 10x42 ATX Binocular, Nikon Prostaff 4x32 400 Yard Laser Rangefinder, Nikon Bushmaster 3-10x40 A7C Matte Finish Rifle Scope, Swarovski 8x40 Binocular, BSA Sweet 17 16-32x40 17 Cal. Rifle Scope, BSA Contender 6-24x40 Rifle Scope, BSA Platinum 6-24x40 Rifle Scope, Tipton Auto Point 3-9x40 Amber Triang Rifle Scope, Tipton Auto Point 3-9x40 Rifle Scope, August 700 30.06 (30.06) M40A Red Dot Sight, S&W P. Military Model w/22 Reticle 8x Magnifying Sight, K&H Hunting 2.5-10x40 Illuminated 4x Dot Rifle Scope, K&H Hunting 4-14x30 Illuminated 4x Dot Rifle Scope, Pentax Whistler Unlimited 6.5-20x32 Matte, Ballistic Plex Rifle Scope, Pentax DCP-3R 10x42 Binocular, Simmons Action 2.5-10x40 Matte Finish Rifle Scope, Redfield Tracker 3-9x40 Matte Finish Rifle Scope, Weaver Grand Slam 3-10x40 Matte Finish Rifle Scope, Weaver Lightview Night Vision Monocular

All photos will not be returned and become the property of SWFA to be used in future promotional material as desired.



HOT DEALS!

BURRIS NEW! \$767.95
Burris 4-12x42 Laser Rifle Scope, 200113, See Page 78

ZEISS \$3,699.95
Zeiss 3-12x56 Victory Range 5216087950 See Page 125

Talley \$339.95
Light Weight Mount, Ring and Base All in One, 940100, See Page 222

Leica \$598.95
Leica 7x24, 08 1300 Rangefinder 4023, See Page 156

Bushnell \$549.95
Bushnell 6-24x20, Elite 4200 432421 See Page 45

GAMO \$59.95
Gamo Scope, Laser and Light 8x40 One! 021005154, See Page 56

Barska \$249.95
Barska 6-24x40, 10x46, AC30776, See Page 17

BSA \$1,199.95
VX-1 Leupold 6.5-20x56 0208790, See Page 81

Nikon \$899.95
Nikon 4-12x42, Elite III Rangefinder, 0417, See Page 91

Bueno macho (Buck). That's what my guide said, right before he said SHOOOOO! SHOOOOO! Hunting anything in Mexico is difficult due to their strict fire arms and ammunition laws and the inconsistency of the authorities making the decisions once you arrive. This hunt in Sonora, Gabarra, Mexico went smooth and easy. We arrived late in the afternoon with about 30 minutes of light left. The ranch house is in the middle of the 100,000 acre ranch and you can be in deer in less than 5 seconds...and that is what happened. As soon as we left Big Hector spotted a May Grande Macho and said shoot, shoot. I have no problem shooting on the first day of a 7 day hunt because I've passed before and it came back to hunt me. But this time I could not get the rifle up fast enough because I was not prepared to see deer so fast. The buck ran behind cactus and brush and we never saw it again, in fact we did not see many deer at all the rest of the hunt thanks to the unseasonably hot conditions. I thought I would be going home with moccasins until we spotted this deer the next to the last day. He was with three herbivores (deer) following their every move. The last day of my hunt it started getting cooler and we started seeing more deer and machos starting to chase herbivores. Big Hector said the next two weeks should really be good...story of my life.

Chris used: Zeiss 3-9x40 Conquest Rifle Scope

ORDER BY PHONE 8-5 CENTRAL 726-7348
1-972-SCOPE-IT

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 - an 18-month build.

ROLE

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

RESULTS & IMPACT

- URL rewriting for SEO in 2001, before it existed as a packaged tool
- Replaced a front end that failed at ~30 concurrent shoppers with an enterprise ASP.NET / MS SQL platform (18-month build)
- OpticsTalk.com (2003): the owned community that is still the most visited optics forum online - a content and SEO flywheel before either term was common
- Samplelist.com: a second storefront for used, demo, and trade-in optics with 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 →

**The World's LARGEST
Dealer For Sports Optics**

• Largest Inventory • Fastest Delivery • Best Prices

Over 1000 Different Optics in Stock!

FREE Shipping On All Current Model Leupold Optics!
Plus FREE Leupold Accessories On Select Models

See page 24 for more information.

**FREE Burris Compact Spotting Scope
With Burris Ballistic Plex Scope**

Free Burris 20x50 Compact Spotting Scope with purchase of 3-9x40 Matte, Ballistic Plex Burris Scope, 200162. Free Burris 12-24x50 Compact Spotting Scope with purchase of 4.5-14x42 Matte, Ballistic Plex, Burris scope, 200183. See page 12 for more information.

BSA CATSEYE - Buy One, Get One FREE

Buy One BSA Catseye 3.5-10x50 and receive a FREE BSA Catseye 3-10x44 (\$99.95 Value). See page 8 for more information.

FREE Badlands SuperDay Pack

With purchase of any 30mm Kahles Riflescope! See page 21 for more information.

FREE \$100 Instant Rebate

With purchase of any 32mm Kahles Binoculars. See page 68 for more information.

FREE Bushnell Gear Bag

When you buy any Bushnell Binocular, Spotting Scope, or Riflescope with RainGuard. \$99.95 Value! See page 14 for more information.

Bushnell 10x42 Explorer

Multi-coated, rubber armored, roof prism Binocular with twist out eye cups and long eye relief (15mm). \$49.95 (\$130.00 off retail) Like new condition, factory Demos. See page 57 for more information.

**Introducing The
Ultimate Sniper Scope
By XOTIC**

The world's brightest, clearest, most durable, repeatable long range sniper scope. See page 62 for more information.

30 day money back guarantee!
**2 year replacement and
limited lifetime warranty!**

**\$20,000
PHOTO CONTEST**

Visit RifleScopes.com
for Details!

SWFA

RifleScopes.com

The World's Largest
Dealer for Sports Optics

Best Prices • Fastest Delivery • Largest Inventory

Over 1000 Different Options in Stock

Leupold Golden Ring 10-20x40mm Compact Spotting Scope

Offers variable power & high magnification in a small & lightweight package. Rugged, waterproof and backed by a Lifetime Guarantee.
LEU54480 \$299.95

NEW

Nikon Monarch UCC 3.5-10x50 Riflescope

Precious green and gold finish with Ultra-Clear Coating. 95% light transmission and virtual 100% anti-reflection properties. Matte Finish, Bismuthite Multi-Coat Pafelcoated Lens Elements.

\$219.95

NEW

Leica 1200 Scan Rangefinder

Leica establishes an entirely new class of performance with its all new 1200 yard laser range finder. New scan feature allows continuous operation of laser providing more accuracy than under unfavorable circumstances like rain, haze, strong heatglare.

\$495.00

NEW

Bushnell

Bushnell 8x32 Instant Reply Monocular

Not only is it a binocular but the new Bushnell Instant Reply monocular features a wide 8 degree field of view and 30-50x zoom from the flip up LCD screen displayed in front of your eyes. The innovative USB cover built into the eyepiece.

1199.95 \$399.95

NEW

\$1000.00

PHOTO CONVEYER

Visit RifleScopes.com for Details

Visit our website to order online 24/7: **RifleScopes.com**
Or order by phone **1-972-SCOPE-IT** (726-7348)

LEUPOLD
AMERICA'S OPTICS AUTHORITY™

RIFLESCOPES

Photos submitted by: Brian Kiel

Brian used:

- Rustler Creek Lens Caps
- Leupold Standard 1 Piece Scope
- Leupold Standard 1" Rings
- Leupold 2-7x33 Vx3 Shotgun / Muzzleloader Scope

EUROPEAN

Five models, from a fast action 1.25-42.0mm model to a longer distance capable 4-12x40mm model, as well as a perennial favorite, the 3-9x50mm. All with 30mm main tubes, all with multicoated ocular and objective lenses, all waterproof, and all 100% Leupold.

In addition, each magnification model is offered with a choice of two reticles, the original Leupold Dupler® and the classic German KX. The weight of each model has been kept as low as possible while not compromising quality. We also added a fast focus eyepiece to each model and finished them all in a durable, attractive matte finish.

Leupold has long prided itself on listening to our customers and responding to their expressed ideas. We think we have created the ideal scope for the European sporting shooter in the Leupold European-30.

SHOTGUN / MUZZLELOADER, ULTRALIGHT

Just as Leupold makes scopes tailored for the specific needs of long range, target, tactical, and handgun shooters, they also make a variety of scopes to meet an array of special requirements. Everyone, from dangerous game and turkey hunters to Muzzleloader, rimfire and air rifle enthusiasts, will find a scope that complements their particular passion. And though the Ultralight scopes are small in stature, they're big on responsiveness, dependability, and craftsmanship, just like Leupold's full-size models.

LEUPOLD

Shotgun/Muzzle Loader

Shotgun/Muzzle Loader	Reticle	Turkey Fan	Water Proof
1-4x20 Vx-I	Blank	LEUPOLD 12110 \$11.95	LEUPOLD 12110 \$11.95
2-7x33 Vx-I	Blank	LEUPOLD 12110 \$11.95	LEUPOLD 12110 \$11.95
2-7x33 Vx-I	Blank	LEUPOLD 12110 \$11.95	LEUPOLD 12110 \$11.95
2-7x33 Vx-I	Blank	LEUPOLD 12110 \$11.95	LEUPOLD 12110 \$11.95
2-7x33 Vx-I	Blank	LEUPOLD 12110 \$11.95	LEUPOLD 12110 \$11.95

ORDER ONLINE 24/7
RifleScopes.com

GROW / 03

SWFA Catalogs & Direct Marketing

Print That Paid for Itself

By 2002 I had 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

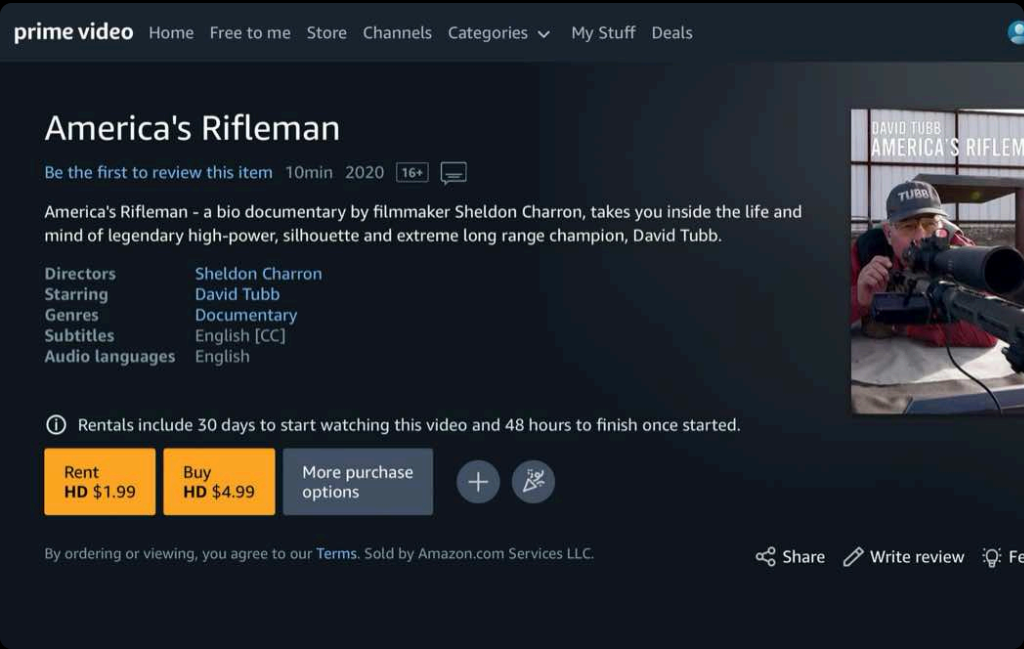


The Castoff That Became the Company

ROLE	Founder & CEO, Enter360 Media. Brand creator, strategist, advertising and DTC lead.
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RESULTS & IMPACT

- 15 / 25



CAPTIVATE / 01

America's Rifleman - David Tubb

Crafting The Documentary That Unified Legacy And Brand

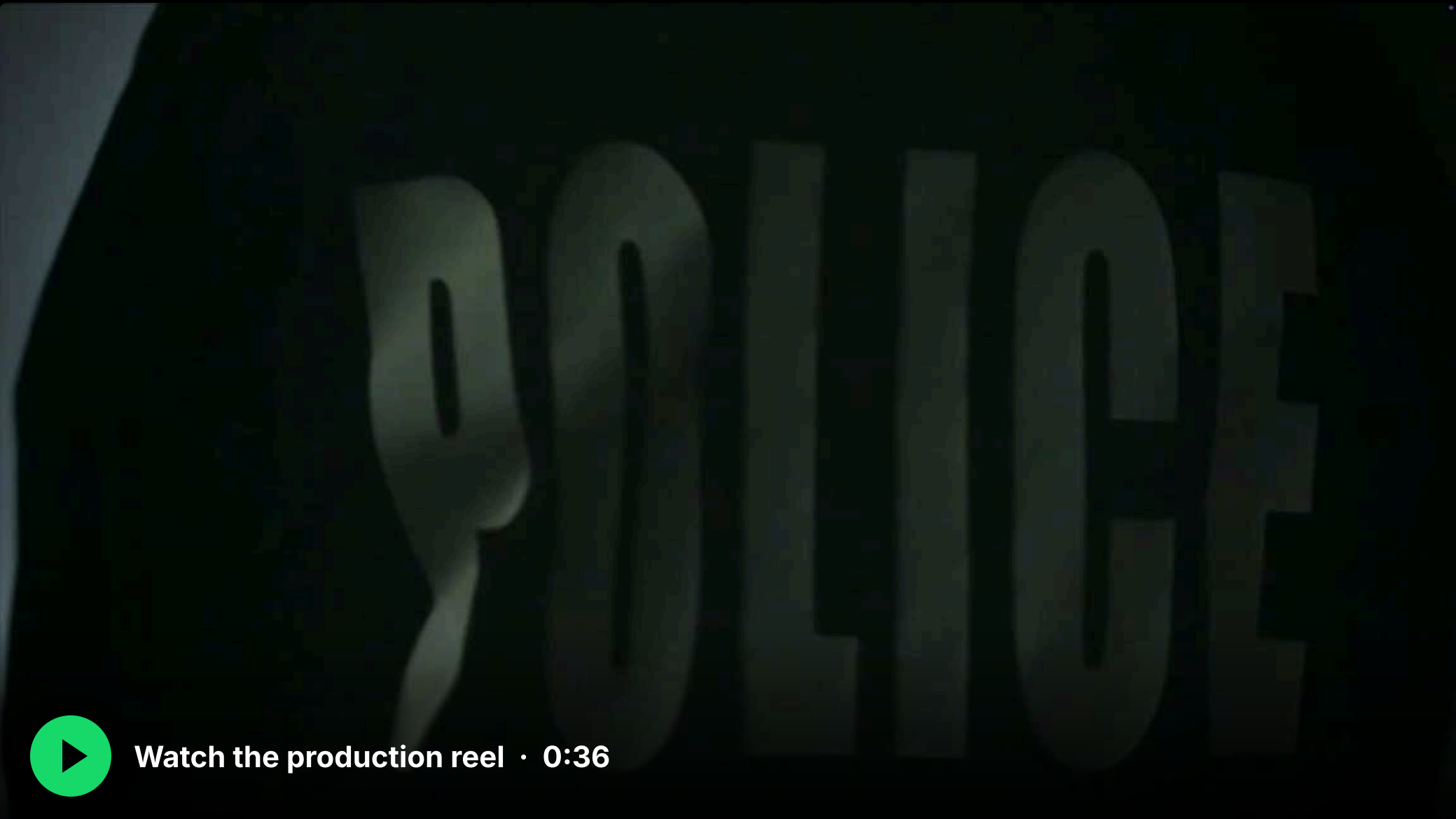
For decades, David Tubb was known inside competitive shooting as a champion and innovator in long-range performance. But outside that core circle, there was a growing disconnect.

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 →](#)



prime video

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In Plain Sight

Season 1 ▾

★★★★☆ (46)

2018

13+

IN PLAIN SIGHT is a riveting whodunit, featuring some of the most disturbing murder cases. Follow along as detectives track down the killer who's been hiding in plain sight from the newlywed found dead in her home to a teenager that goes missing on Valentine's Day.

Genres

Suspense, Drama, Special Interest

Subtitles

English [CC]

Audio languages

English

ⓘ

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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 →](#)

SHELDON CHARRON / PORTFOLIO

17 / 25



Minii Ayam - My Journey

★★★★★ (1) 12min 2019 16+

International hunter and conservationist Mike Axelrad travels to Mongolia in search of giant Argali sheep. Produced and directed by Adventure Filmmaker Sheldon Charron.

Directors	Sheldon Charron
Starring	Mike Axelrad
Genres	Sports, Documentary, Special Interest
Subtitles	English [CC]
Audio languages	English

① Rentals include 30 days to start watching this video and 48 hours to finish once started.

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Details



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 →



 Watch episode one · 22:28



 Watch the Buffalo Hunt clip · 9:09

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 →](#)

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
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PLATFORM IMPACT

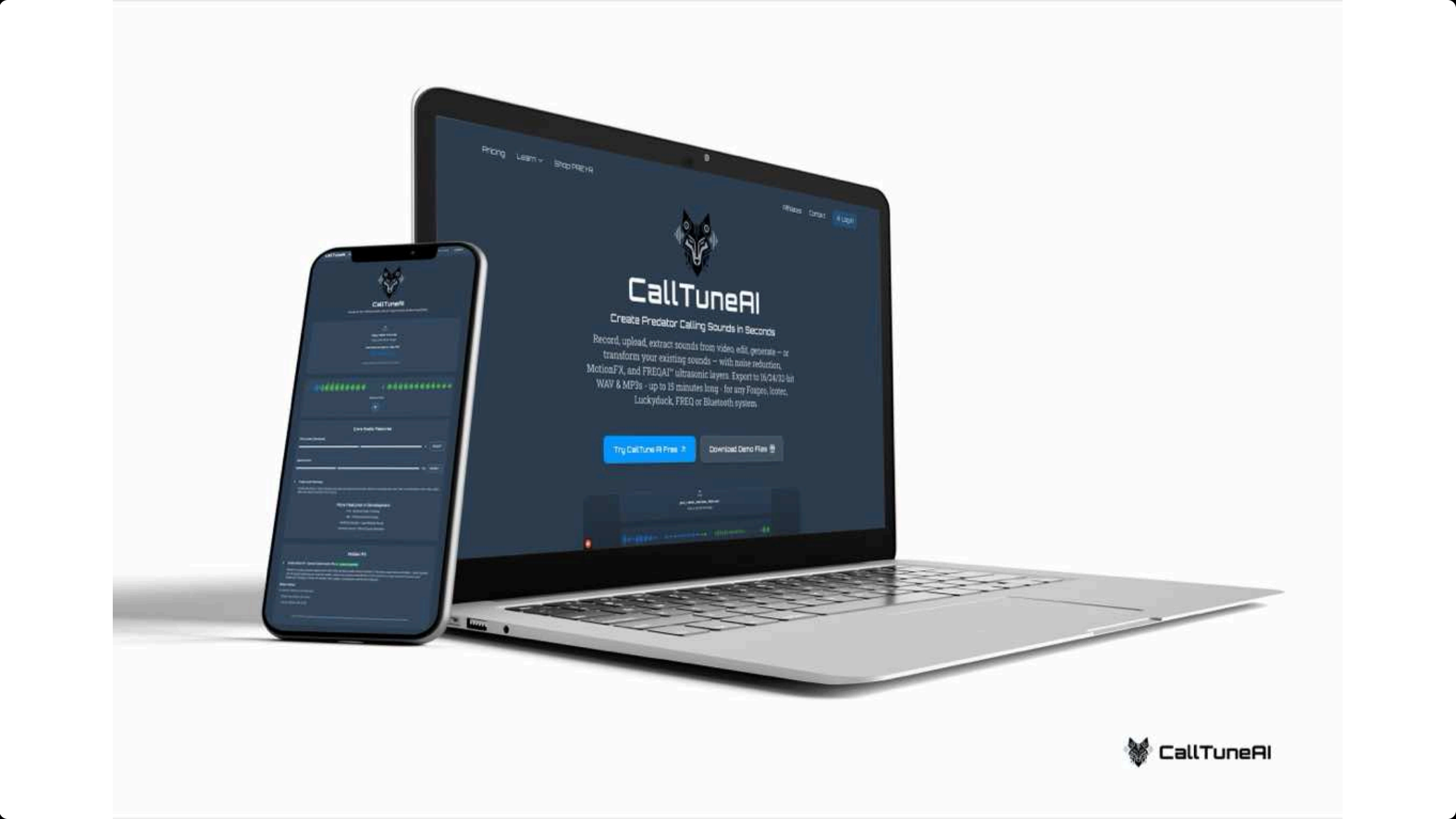
- Replaced a storefront that buckled under load and re-hosted the client on their own servers, ending an expensive single-vendor hosting lock-in and the weekend outages that took the store offline.
- Won real search visibility with a Google Search Appliance and custom URL-rewriting technology, after 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 →](#)





INNOVATE / 02

CallTuneAI

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

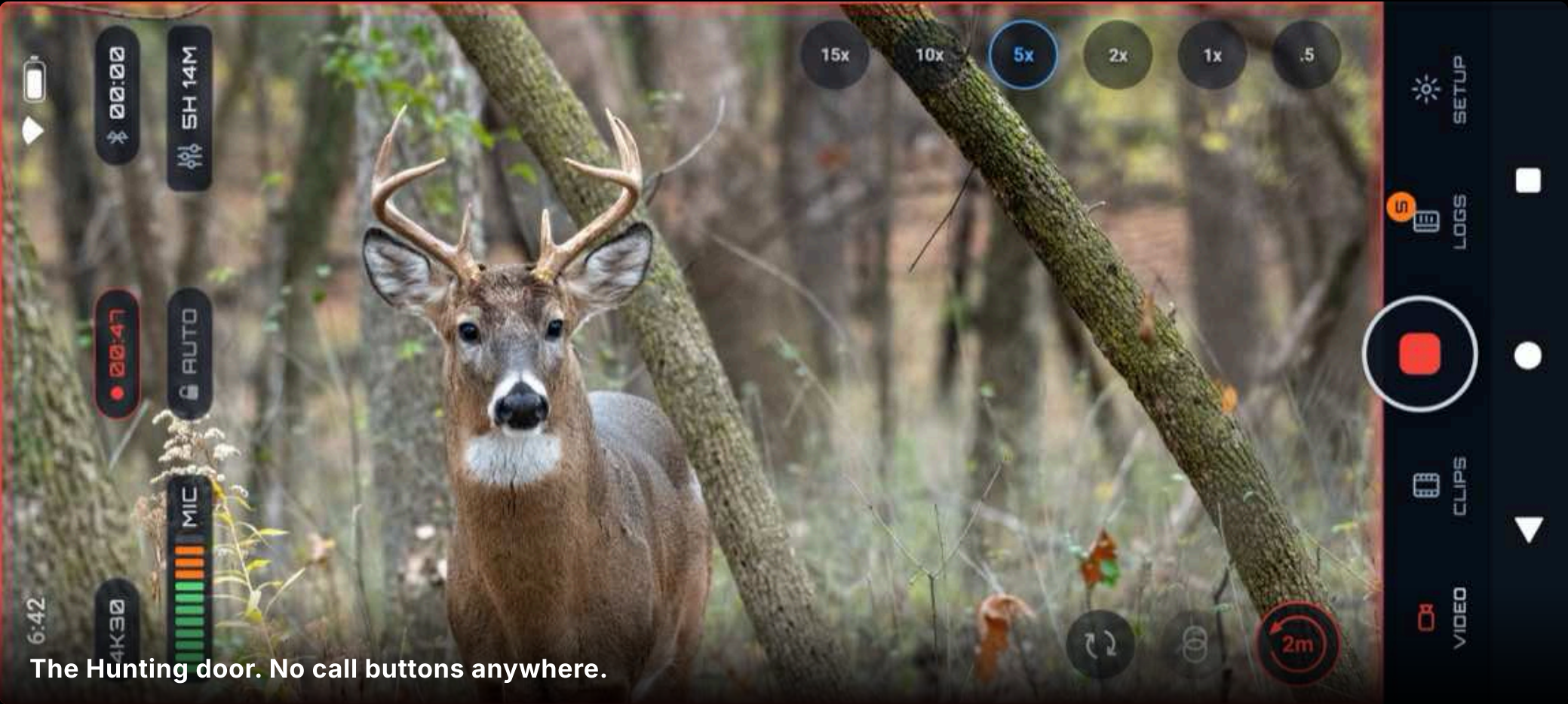
ROLE Founder and Solo Builder, Brand and Full-Stack AI Build

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 / 03

PREYR

Four apps. One hunt.

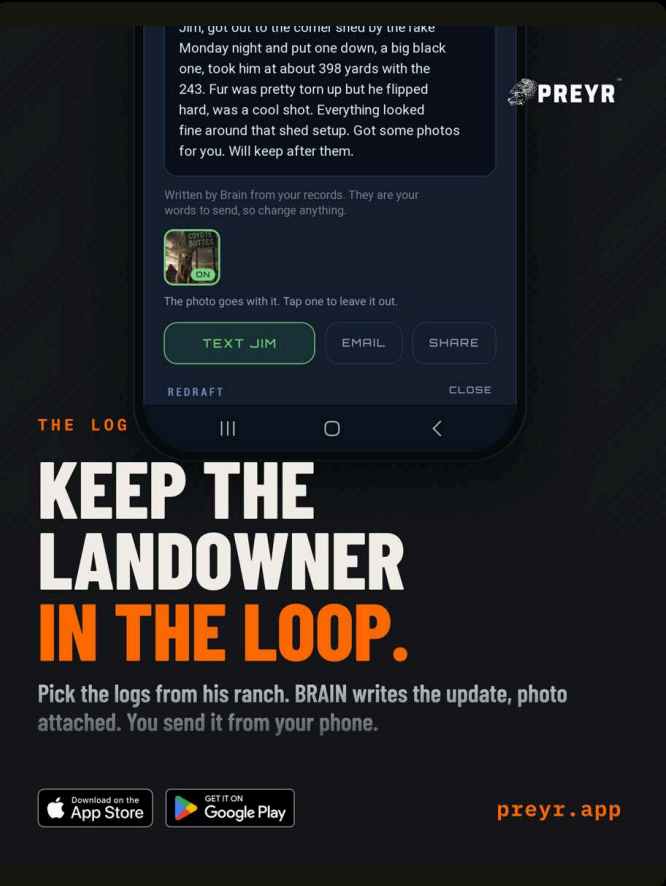
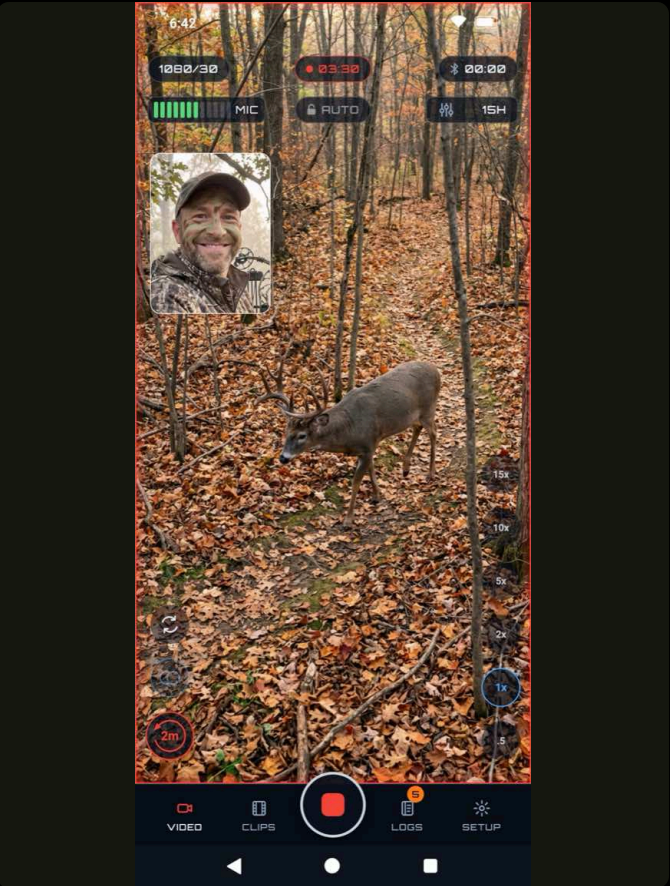
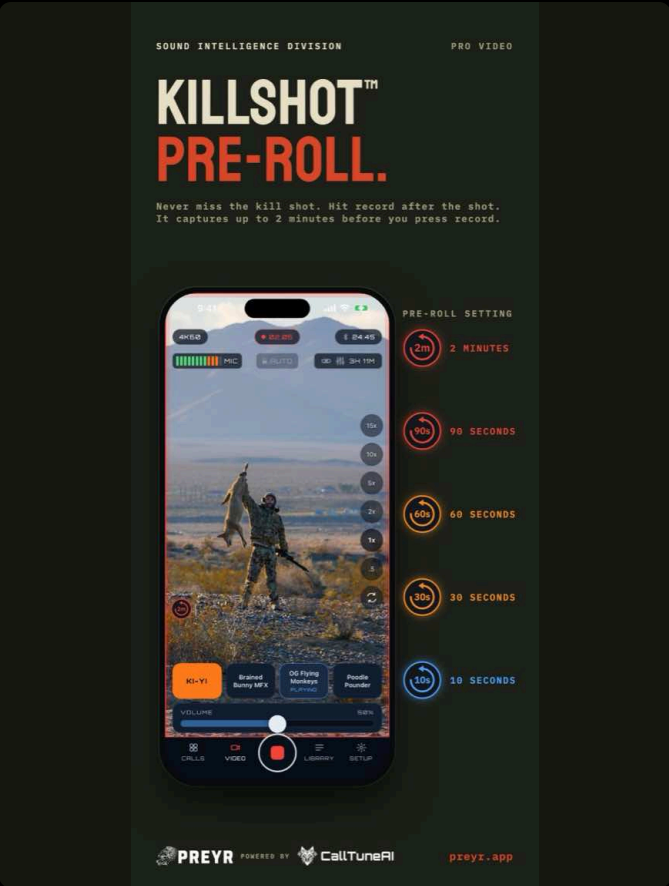
ROLE	Founder and Solo Builder. Brand, creative direction, marketing and software.
TWO DOORS	One app. The hunter picks his door when he signs in. Predator control: the full system. Hunting: a pro video app for hunters who film.
PLATFORMS	iPhone and Android. Works with no signal.

WHAT IS REAL

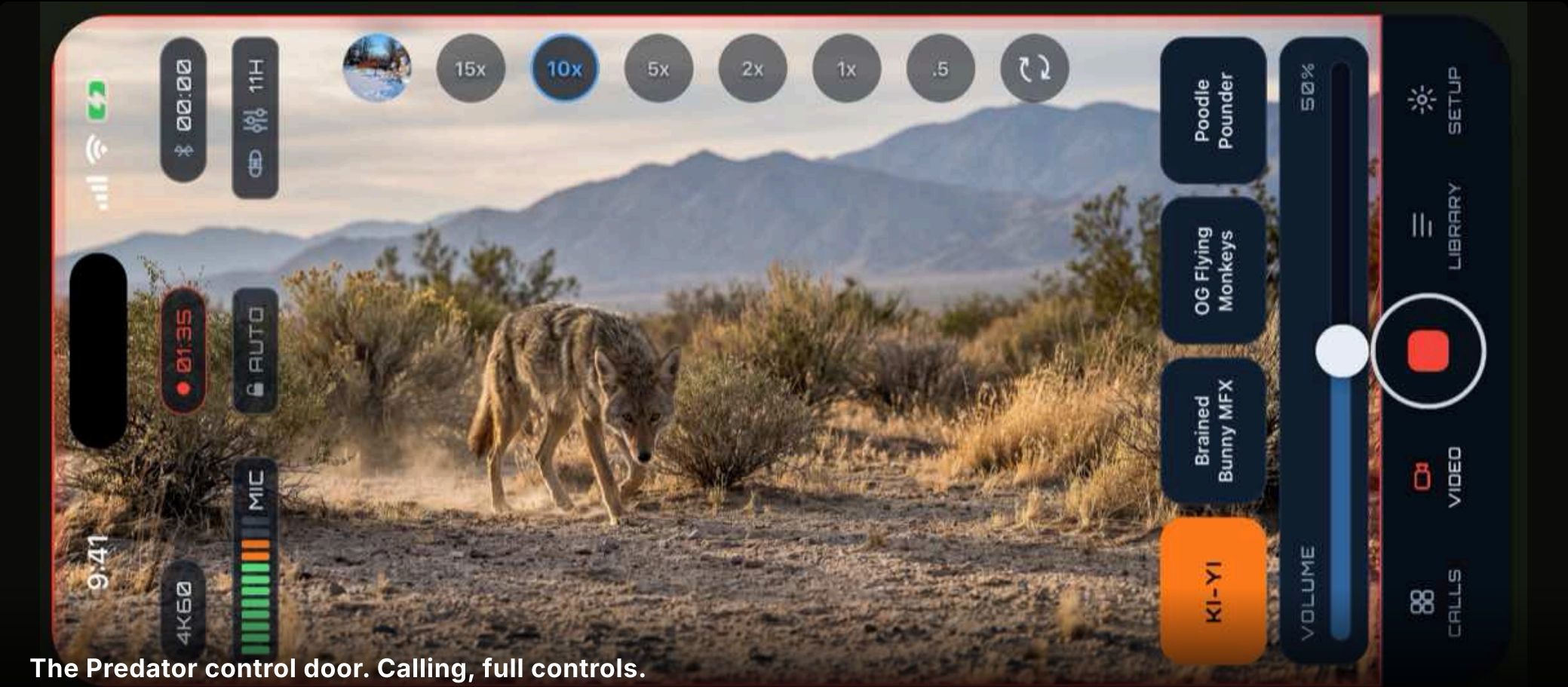
- Live on the App Store and Google Play, listed in English and ten more languages
- Paying hunters on subscriptions and in-app purchases
- Field tested. Hunters are running it in the field with their own callers
- CallTuneAI featured on Preying on Predators, The Ki-Yi Predator Podcast and Overdrive Outdoors

"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



See it live → preyr.app



The Predator control door. Calling, full controls.

SOUND INTELLIGENCE DIVISION

CALLTUNEAI STUDIO

BUILD IT ON THE WEB.

HUNT IT FROM YOUR PHONE.

MotionFX. Ultrasonic layers. Multitrack overlays. Stands up to 30 minutes.

ON THE WEB

ON YOUR PHONE

Download on the App Store

GET IT ON Google Play

PREYR + CallTuneAI

Two apps, one plan. [preyr.app](#)

RECRUITING HUMANS

THE COYOTES VOTED. THEY DON'T WANT YOU TO HAVE THIS APP. DOWNLOAD IT ANYWAY.

ISSUED KIT. ONE APP.

FOUR APPS. ONE HUNT.

SOUND STUDIO

BRAIN

STAND LOG

PHOTO AND VIDEO

Download on the App Store

GET IT ON Google Play

PREYR [preyr.app](#)

INNOVATE / 04

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.

See the studio → [calltuneai.com](#)

SHELDON CHARRON / PORTFOLIO

23 / 25



INNOVATE / 05

Doubleback

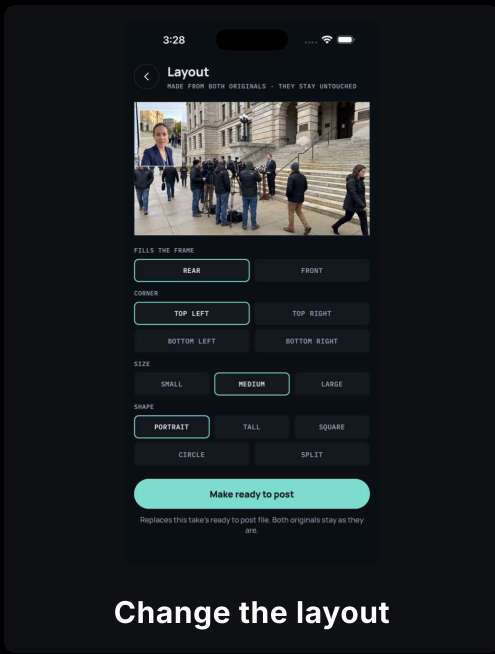
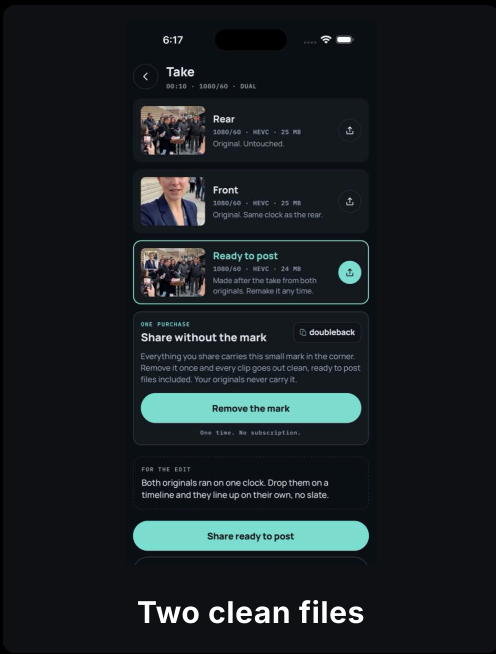
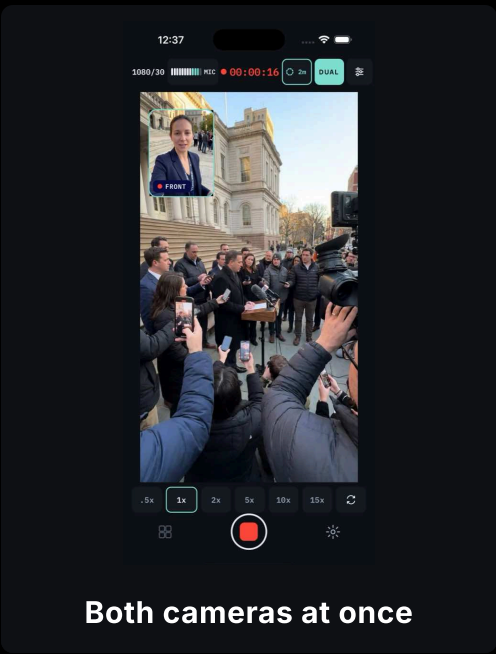
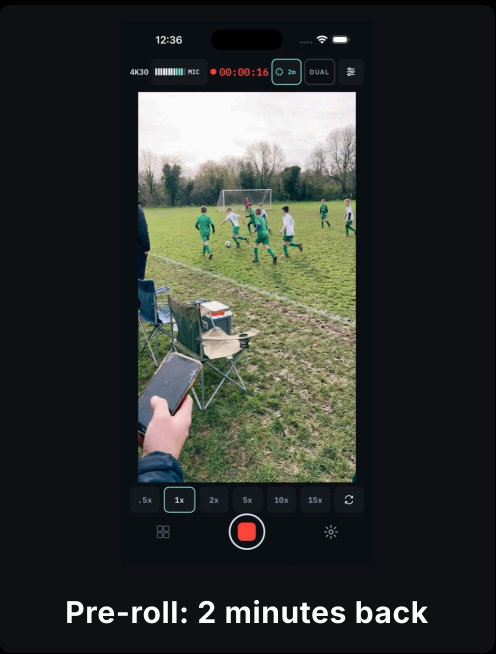
2 angles. 2 clean files. 2 minutes back in time.

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. iPhone 15 Pro and later. Coming to the App Store.

WHAT IT DOES

- **Up to 2 minutes back in time.** 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.
- **Doubleback Pro · coming soon.** Your own logo and handle, right where the Doubleback mark would go.
- **Free forever.** Everything is on from the first take. No account, no trial that runs out.



See it → doublebackcam.com

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.

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