

SHER PERRAS, CAMP

STRATEGIC MARKETING ARCHITECT | EMPOWERING BRANDS WITH VISION, CLARITY & RESULTS

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PROFILE

As a results-driven marketing leader, I bring 20+ years of expertise in omnichannel marketing, digital analytics, strategic communications, and project management. My experience spans industries such as aerospace, healthcare, professional services, and e-commerce, where I've successfully executed data-driven campaigns across digital platforms, events, and media.

I specialize in leveraging data to deliver personalized customer experiences and measurable ROI. Key achievements include creation of 25+ brands, a 635% increase in newsletter signups for a retailer, a 36% boost in services views for a professional services client, and a consistent 5% YoY growth in applications for a recruiting firm.

Passionate about innovation and results, I'm committed to transforming marketing strategies to drive business success.

LINKS

🌐 islandpondmarketing.com

🌐 [Linkedin.com/in/sherperras](https://www.linkedin.com/in/sherperras)

Memberships

Professional:
Association of National Advertisers
Digital Marketing Institute

Board Memberships:
Athletes for Change
GRACE Cares

Former:
Blue Candlelight Music Series
Women That Soar
Newport Opera House Association

EXPERIENCE

2009
PRESENT

Island Pond Marketing Group, LLC
Founder and Managing Partner

Texas/Colorado/New Hampshire

Lead marketing, business development and sales efforts to convert leads into clients. Crafted tailored strategies for each client by identifying and executing unique objectives through a comprehensive project management approach.

Key Specializations:

Business Development: Generated and converted leads into long term clients via online forms, networking events, and social connections.

Creative Design Solutions: Created whole bands, including logo design and brand guidelines.

Email Marketing: Improved open rates from 20% to 48% for professional services clients through segmentation.

Social Marketing: Enhanced clients' branded presence and managed social calendars.

Online Reputation Management: Monitored and updated online platforms to attract clients and employees.

Project Management: Delivered diverse projects on time and on budget.

Sales Material Creation: Oversaw in-house and external teams for custom sales materials.

SEM/PPC Campaigns: Managed Google/Microsoft campaigns to boost sales and brand visibility.

SEO Optimization: Utilized tools like SEMrush to optimize keywords and content for better reach.

Video Production: Produced commercials and content for trade shows, websites, and social media.

Website Content Creation: Rebranded and optimized client websites for improved engagement.

2022
2023
Employee

Air Methods, Inc.
Senior Marketing Manager

Greenwood Village, CO

Developed and executed comprehensive marketing strategies, Collaborated, sourced, and managed creative and digital agencies to enhance candidate acquisition and brand perception.

Led initiatives across multiple channels, including PPC, programmatic display, social media, YouTube, podcasts, and recruiting events, resulting in a 5% YoY increase in applications for two consecutive years.

Managed \$1M budget for healthcare recruitment, achieving a 64% increase in applications in Q1 2023 and a 190% increase in clinician hiring.

Oversaw \$1.5M budget to launch Air Methods Ascend training program, developing targeted marketing efforts to build a high-performing pipeline of critical care clinicians.

Established strategic partnerships with Chamberlain University, Public, Private Partnership (P3O), and other veteran initiatives to fill challenging positions.

Improved candidate experience through data-driven enhancements to career website pages and focused digital marketing campaigns.

2021
2022
Consultant

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SKILLS

- Advisor
- Board of Directors
- Brand Management
- Budget Management
- Business Development
- Channel Management
- Collateral Development
- Contract Negotiations
- Critical Thinking
- Customer Segmentation
- Digital Marketing
- Data Insights & Analytics
- Due Diligence
- Entrepreneurship
- Event Management
- Executive Director
- Fundraising
- Go-to-Market Strategies
- Investor Relations
- Magento & Shopify
- Market Analysis & Research
- Marketing Communications
- Operations
- Packaging Development
- Partnership Marketing
- PPC/Ad Placements
- Product Development
- Project Management
- Profile Development
- Sales: Inside & Outside
- SEO
- Strategic Planning
- Team Building
- Trademarks & Patents
- Vendor Management
- Website development

2018
2021
Revolution Distribution, LLC
Co-Founder, Sales & Marketing Lead

Lone Tree, CO

Co-founded and self-funded CBD distribution company, "Revolution," offering healthy alternatives to prescription drugs. Developed THC-free, nanoparticle CBD products for niche markets. Managed e-commerce store, achieving revenue in under seven months. Ensured FDA compliance and collaborated with medical professionals on educational materials.

2014
2018
PrevaLeaf, Inc.

Dallas, TX

Co-Founder, CMO, and President

Managed marketing and brand development for this CPG company in the natural feminine care sector. Led strategies resulting in growth to 145 compound pharmacies across 35 states. Oversaw e-commerce platforms, business strategy, public relations, educational content, advertising, social media, and video production. Created and managed marketing collateral for B2B and B2C events, retail displays, packaging, and trade shows.

2016
2018
Dallas Chamber Music Society

Dallas, TX

Executive Director

Managed all organizational operations and collaborated with the board, volunteers, and interns. Spearheaded marketing, fundraising, and sponsorship initiatives, exceeding Gala goals by 150% and increasing membership by 25%. Negotiated contracts with international talent agents and fostered key partnerships, including a renewed relationship with SMU's music department.

2011
2012
Republic of Texas, Inc.

Dallas, TX

Co-Founder and Chief Marketing Officer

Led strategic planning and brand execution for Texas-sourced food, clothing, and wine products. Created and trademarked the brand, negotiated contracts with product and licensing partners. Managed Magento e-commerce platform, print catalogs, and social media presence. Oversaw advertising, PR, and events, including appearance on Fox morning show resulting in a 500% sales increase.

2004
2011
InvestIN Forum of Angel Investors

Dallas, TX

Marketing Director

Collaborated with investors through live and virtual forums, assisted in raising \$10M+ for startups. Managed branding, online presence, marketing strategies, investor materials and funding.

2001
2004
Bombardier Aerospace, Inc.

Dallas, TX

Marketing Event Manager

Managed celebrity marketing and high-profile events to promote fractional jet ownership, managed agreements with agents, PGA golfers and IRL athletes. Organized exclusive experiences for owners and prospects. Executive innovative marketing strategies, PR opportunities and comprehensive marketing initiatives.

1998
2001
MCI WorldCom (Verizon)

Dallas, TX

Product Marketing Manager

Managed product lines across 3 business units, oversaw a \$30M pipeline. Led cross-functional projects, developed technical training materials, and conducted product analysis.

EDUCATION

Emeritus Institute of Management Inc. **Postgraduate Diploma in Digital Business**
in collaboration with MIT Sloan & Columbia Business School Executive Education.


EMERITUS
 INSTITUTE OF MANAGEMENT


Eastern New Mexico University, Portales, NM
Business Administration

Certified ANA Marketing Professional Certification (CAMP)
 Certification years: 2023 - Present
 Issued by Association of National Advertisers

