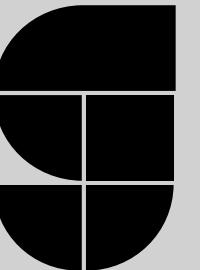


Ghost Sherpa.
Built for scale,
wired for profit.

Our Mission

At Ghost Sherpa, our mission is to help agencies, in-house teams, and business leaders conquer skill gaps and scale with confidence. We provide expert, flexible support—whether through project-based work, fractional help, or full-time staffing—seamlessly integrating into your team to deliver strategic, high-quality outcomes.

Guided by integrity, partnership, and excellence, we exist to be the trusted partner that empowers brands to grow quickly, profitably, and without limits.

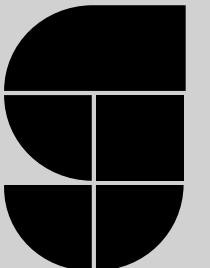


The Challenge

Fluctuating project needs and a team limited by size and specialized skills makes it difficult to profitably scale.

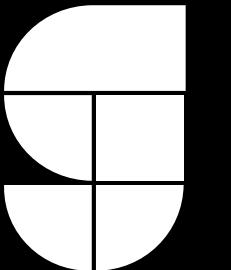
Our Solution

Ghost Sherpa provides expert, nearshore **staff augmentation** and **project-based support** that helps you grow quickly and profitably.

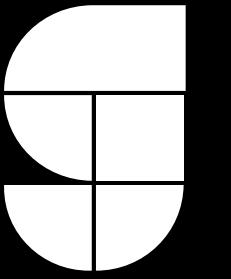


We help you profitably grow in two ways:

- Staff Augmentation
- Project-Based



Our pricing model adapts to the
pressures you face.



Project-Based Support

One Time

* What it includes:

- You'll get a fixed-scope project with a clear start and end—like a new website, branding revamp, or an SEO audit and implementation sprint.
- We'll agree upfront on deliverables, timelines, and pricing.
- No need for a weekly minimum—this is a fixed-rate or hourly service.
- You'll have a dedicated project team for the full duration, along with project management support and involvement from our Department Directors.

* Advantages:

- You'll know exactly what you're getting, when you'll get it, and how much it will cost.
- It's a one-time investment with no long-term commitment—ideal for budget planning.
- We'll bring in the right experts tailored to your specific goals.
- You're paying for an outcome, not just hours or people.

* Ideal for:

Overflow work, high-stakes pitches, specialized needs, or one-time initiatives.

Monthly Recurring

* What it includes:

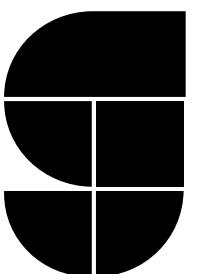
- You'll get a fully-managed project with clear monthly deliverables—like social media management, SEO optimization, or paid ads support.
- We'll agree upfront on deliverables, long-term goals, and monthly pricing.
- No need to send us what you need completed each week—we'll take care of strategy and support without any involvement on your side.
- You'll have a dedicated team of experts managing your monthly deliverables, along with project management support and involvement from our Department Directors.

* Advantages:

- You'll know exactly what to expect each month—deliverables, dates, and costs.
- Our contracts are flexible—cancel at any time with a 30 day notice.
- Our team of experts work together to tailor their work to your specific goals.
- You're paying for a long-term partner, not just hours or people.

* Ideal for:

Long-term strategy, overflow work, specialized needs, or white-label initiatives.



Staff Aug

Fractional Support

* What it includes:

- You'll have access to specialized team members—like an SEO strategist, UI designer, or paid media specialist—for a set number of hours each month.
- We'll support you with monthly planning and prioritization, and our work can span across multiple service areas.
- You'll also benefit from ongoing optimization, regular reporting, and strategic guidance.

* Advantages:

- You get continuous expert support without the cost of a full-time hire—perfect if you're growing and need flexibility.
- We help you maintain momentum and build on learnings over time.
- Your monthly priorities can shift as your needs evolve.
- We'll proactively suggest improvements and iterate to keep things moving forward.

* Ideal for:

Bringing in senior talent without the full-time cost, covering bandwidth gaps, or testing out an extended team setup.

Full-Time Support

* What it includes:

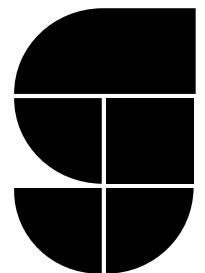
- You'll have a full-time team member (or more) dedicated exclusively to you.
- They can be fully embedded into your systems, Slack channels, and meetings.
- We handle management and quality oversight from our side.
- You can bring in roles like a UX Designer, Developer, or Paid Ads Manager—whatever you need.

* Advantages:

- Your new team member will feel like part of your internal team from day one.
- You'll move faster thanks to someone who understands your business inside and out.
- We take care of recruitment and HR, so there's no hiring hassle for you.
- You'll benefit from high consistency, with the same person building long-term value every day.

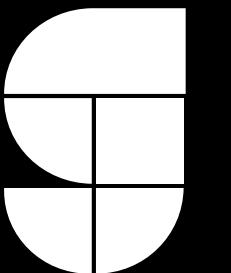
* Ideal for:

Long-term needs, scaling quickly, supporting enterprise-level operations, or delivering under a white-label setup.



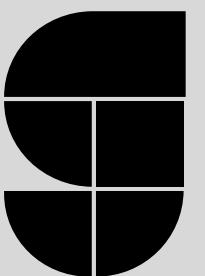
Below is a concise, up-to-date snapshot of the hiring/support models used today in Ghost Sherpa.

Use it as a quick reference when matching a project's needs for talent, control and flexibility.



OUR SERVICES

Modality	Typical dedication	Usual duration	When to use it	Key pros / cons
One-Time Project	Varies by scope	Until project delivered	One-off builds, migrations	<ul style="list-style-type: none"> + Pay for results, not headcount - Rigid to change once signed
Monthly Recurring Project	Varies by scope	12+ Months	Ongoing, clearly defined projects	<ul style="list-style-type: none"> + Regular deliverables, fully-managed for you. - Clearly defined scope limits frequent changes
Fractional Support	10–20+ h/week	3+ Months, extendable	Senior expertise you can't justify full-time	<ul style="list-style-type: none"> + Top-tier know-how at lower TCO - Limited availability, split focus
Full-Time Support	40 h (external but dedicated)	3+ Months, extendable	Boost team capacity with extra "hands"	<ul style="list-style-type: none"> + Fast scale-up, keep project control - You still manage day-to-day work



Account/Project Management

These services focus on client management, internal coordination, and project execution logistics.

- Client onboarding & intake
- Project management and timeline tracking
- Client Relationship Management
- Budget management & reporting
- Internal cross-functional coordination
- Vendor & partner liaison
- Contract & SOW management
- Risk management
- KPI dashboards & performance recaps

Strategic Services

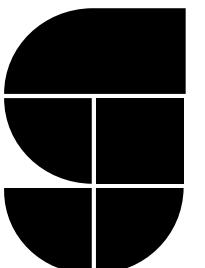
These are insight-driven offerings designed to guide marketing efforts based on research, positioning, and market opportunities.

- Brand strategy & positioning
- Campaign planning & media strategy
- Competitive audits & market research
- Customer journey mapping
- Messaging frameworks & brand voice development
- Audience segmentation & persona development
- Go-to-market strategy
- Channel strategy (owned, earned, paid, shared)
- Data & analytics strategy
- Product marketing strategy

Marketing Services

A focus on “hands on keyboard,” and the delivery of marketing tactic executions and optimizations.

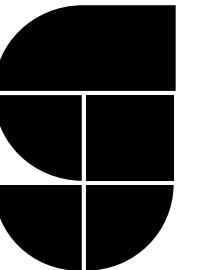
- SEO/AEO/GEO
- Paid Media
- Paid Social
- Email Marketing
- Copywriting
- Organic Social Media Content & Management
- Data Analytics, Reporting & Measurement



Creative Services

These services involve ideation and production of content, visuals, and storytelling across formats and platforms.

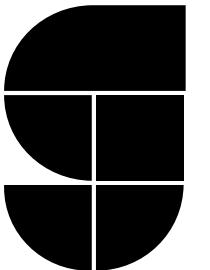
- Branding
- Generalist Graphic Design
- Pitch Decks, Powerpoints
- Motion Graphics
- Video Editing
- Illustration 2D & 3D
- 3D modelling
- Copywriting
- AI Image Creation / Mid Journey /
- Social Media
- Paid Media
- Banner Ads
- Email MKT Desing
- Packaging
- Editorial Design
- Photoshop Retouch
- Stands & Displays
- Amazon Listings
- UX
- Ui Design
- Ui Templates & Themes
- Product Design
- Ux/Ua Audits
- Content & Strategy
- Vehicle Custom Wrap
- Rendering & Mockups



Technology Services

Services that bring the strategy and creative to life through digital platforms, tools, and technology integrations.

- Technology Discovery, Innovation and Prototyping
- Digital Product Development
- Custom AI Solutions, Intelligence Built In
- Effortless Automation AI Solutions
- Interactive Motion 2D and 3D Experiences
- Cross-Platform Mobile Development
- Custom WordPress Sites
- Headless CMS Development
- Low-Code Web Development
- WordPress Hosting & Care



We've worked with amazing clients just like you:

Agencies

321The Agency

iBeAuthentic

Chameleon Collective

Bangstyle Agency

Barker NYC

GRIT Studio

Well Dressed Walrus

Lift Media

Startups

Metro Water Filter of the South

Ubiquitous

Project Go

Hello Yeti

Wrapmate

Growth Stage

EPI Paws

Mielle Organics

E-Z Up

Chelsea Clock

Florida College

OSG Connect

Enterprises

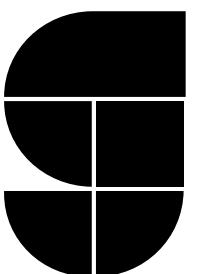
ServiceNow

OSG Connect

P&G

Hanes

Bausch + Lomb



We Make it Easier to Scale:

→ Quality Assurance & Vetting:

Rigorous screening process including multiple interview rounds, English proficiency testing, skills assessments, and reference checks to ensure only top-tier talent reaches your team for final hiring.

→ Turnkey Payroll & Benefits Management:

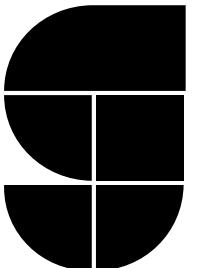
Complete handling of payroll, benefits, compliance, and administrative tasks - eliminating the complexity of international hiring and reducing your operational overhead.

→ Ongoing Support:

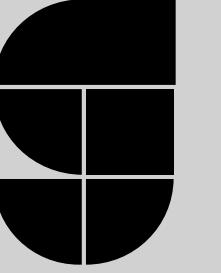
We check in regularly with you and your team to ensure high performance and good fit, and help make adjustments when needed.

→ Seamless Integration:

Your staffed team is fully embedded into your team: working your hours, following your processes, and part of your culture.



Testimonials



Case Study: Bangstyle Agency

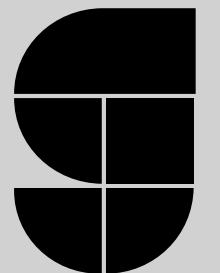
- **Challenge:** Bangstyle Agency was in the midst of a period of growth and needed support and assistance to ensure that all of its projects continued to be active.
- **Solution:** We assigned them a digital designer and a project manager (PM) to help with daily tasks, strengthening our working relationship month after month. We have completed many successful deliveries.
- **Result:** The result is that their clients are very satisfied, and we have been able to assist an increasing number of different Bangstyle clients.

THE CLIENT SAYS

“The projects received are delivered completed and ready to present to the client. Visually, everything is branded and beautiful without the design elements being overdone or overcomplicated. Bonus: UX is kept in mind during the design process aiding overall performance.”



Ashlee Levitch
CEO, founder at Bangstyle Agency



Case Study: Chameleon Collective

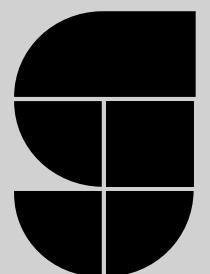
- **Challenge:** To quickly assemble teams to support Jonathan's projects professionally, immediately, and smoothly.
- **Solution:** Our team was able to quickly integrate into the work teams managed by Jonathan in several of his companies.
- **Result:** The results were satisfactory: we provided Jonathan with significant support and achieved short-term results, helping him move forward and continue with his goals.

THE CLIENT SAYS

“Working with Ghost Sherpa to support my consulting business has been an absolute pleasure. Their expertise, flexibility, professionalism, and dedication to the success of my projects have exceeded my expectations. I couldn't be happier with the results!”



Jonathan Stephen
Fractional CMO & Partner at the
Chameleon Collective



Case Study: Nerder

→ **Challenge:** Nikki's challenge was to find a team that could produce a 3D video of a very specific, technical and unique product for her client, in a fairly niche market.

→ **Solution:** Our solution was to provide her with a tailored team that was 100% focused on her needs.

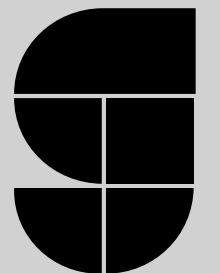
→ **Result:** The results were amazing and delivered within a reasonable timeframe. We have assisted Nerder in achieving a satisfactory delivery and maintaining its good relationship with their client.

THE CLIENT SAYS

"I'm very happy with the work Ghost Sherpa provided. They were professional, quick to respond, and very enjoyable to work with. The animation video they provided was top quality and my client loved it! I look very forward to working with them more in the future."



Nikki Nicholas
Web Lead at Nerder



Case Study: iBeAuthentic Agency

→ **Challenge:** Ready to scale but struggled to find locally based talent with the specialized skills needed. The limited local talent pool led to delays in project timelines and strained existing resources, pausing their growth.

→ **Solution:** We staffed three experienced digital professionals from LATAM. These remote team members brought diverse expertise, enabling the agency to expand its service offerings without losing quality.

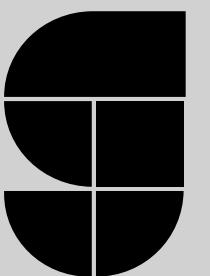
→ **Result:** They saw faster growth due to improved project delivery. Profits increased significantly, and clients were happier with their overall experience.

THE CLIENT SAYS

“All businesses today are challenged with finding experienced, talented individuals to support and be partners in their organization... After speaking with Matt we decided to take a different approach and see if we could find team members beyond the borders of our country. So far the results have been beyond expectations and our new team members have fit right in and within weeks brought additional knowledge, experience and skill sets to our team. I would highly recommend investigating this new approach to talent acquisition.”



Chuck Salewsky
Founder
iBeAuthentic Agency



Case Study: Well Dressed Walrus

→ **Challenge:** As Well Dressed Walrus continued growing its SEO and paid media offering — managing roughly **\$25,000 per month in client spend** — the team needed an agency partner that could **close skill and capacity gaps**, enabling them to scale these services with confidence while maintaining high standards. They were looking for a partner that could integrate smoothly with their workflows and support growth without adding operational complexity.

→ **Solution:** Ghost Sherpa partnered with Well Dressed Walrus to provide hands-on SEO and paid media support, acting as an extension of their team. Through clear communication, flexible collaboration, and reliable execution, Ghost Sherpa helped ensure consistent delivery while remaining open to feedback and evolving needs.

→ **Result:** The partnership created a strong foundation for continued growth. With dependable execution in place, Well Dressed Walrus gained the **confidence to scale this service line**, reduce internal strain, and focus more deeply on strategy and client relationships — knowing delivery was handled with care and consistency

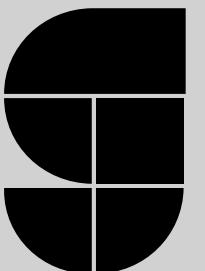
THE CLIENT SAYS

“At Well Dressed Walrus, we currently manage about \$25,000 per month in SEO and paid media services for our clients. When we decided to shift to a new agency partner who could help us confidently scale this branch of our company, Ghost Sherpa came highly recommended — and they’ve exceeded every expectation.

We’ve been nothing but pleased working with their team. They are incredibly responsive, consistently open to feedback, and truly operate with the mindset of a partnership. That matters deeply to us, because our clients need to be treated with the same level of care and attention we would provide ourselves — and Ghost Sherpa delivers that over and over again. Their work is thorough, dependable, and high quality. I never have to stress or worry about what they’re delivering, which gives us the foundation and confidence to keep building and growing this part of our business.”



Curt Stockwell
Owner/Visionary
Well Dressed Walrus



WHO WE ARE



Matt Richman
CEO



Oscar Cepeda
COO



Lucio Marina
Technology Director



Martina Iribarne
Marketing Director



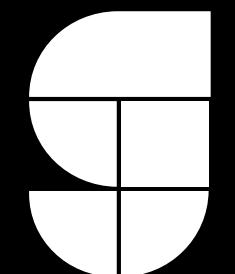
Osh Grassi
Creative Director



Ignacio Cortiñas
Project Management
Director



Laura Mayorga
Staffing Manager



Let's grow together.

Matt Richman

Founder & CEO of **HOST SHERPA**

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