

# *Journey of Possibilities*

**Sheryl Sitts, MPA, BA**  
**Founder & Chief Inspirational Officer**

## Professional Experience

Sheryl Sitts has extensive small-business administration and marketing experience. She streamlines operations and engages donors, board members, volunteers and interns in win/win relationships to maximize organizational efficiency. Ms. Sitts specializes in creating a targeted, unified message to promote an organization online and in-person through community outreach, media, special events, websites, and social media. She assists in program development and workshop design, producing experiential education programs and training facilitators in their delivery. Sheryl earned an MPA specializing in Change Management (2012) and a BA in Communication (2002) from Sam Houston State University and is a graduate of Experts Academy, Landmark Education's Forum, and Sponsorship Boot Camp. Ms. Sitts is a Certified General & Family Mediator. She is passionate about consulting and promoting holistic healers, coaches, organizations, and communities to grow successfully and sustainably, and holds the vision for a world living together in peace, purpose, and passion.

## Organizational Impact

- **Montgomery County Housing Authority** Family Self-Sufficiency Program consulting, contract casework for 50+ families, enrolling new families, community outreach efforts
- **White Eagle Lodge / St. John's Retreat Center** Social media marketing
- **Chocolate Blues & Business Networking Festivals** host/promote events in Montgomery County
- **Education for Tomorrow Alliance (EFTA)** Streamline organizational efforts with staff of 3, community outreach, engage 800+ volunteers annually, program and workshop development, train-the-trainer sessions for program delivery
- **Connecting Families (formerly Family Outreach of Montgomery County)** Executive Director responsible for organizational leadership and outreach efforts
- **Invested Leadership, Inc.** Marketing consulting, business growth strategy, program design
- **REI** Regional co-op branding, outreach efforts, media relations, event planner/host
- **Front Office Business Centers** Executive Suite Manager over operations, marketing, and sales
- **Terra Surveying Company, Inc.** Establish administrative operations and oversee growth into new markets, modifying administration to maximize efficiency
- **KHMX "MIX 96.5" FM** Air talent, promotional events, commercial production, public service messages
- **KTTX "K-Tex 106" FM** Air talent, promotional events, commercial production, Public Service Director

## Community Involvement History

- South Montgomery County Woodlands Chamber of Commerce Education Team Leader
- Greater Conroe Lake Conroe Area Chamber of Commerce
- Leadership Montgomery County Class of 2009 Graduate
- Texas AgriLife Extension Service Leadership Advisory Board
- Sam Houston Trails Coalition Founding Officer and Member
- Elves and More Volunteer Caravan Captain and Supporter
- Dispute Resolution Center of Montgomery County Corporate and Family Mediations
- Walker County Court-Approved Parenting Course Curriculum Author

*P.O. Box 925 ♦ Montgomery, TX 77356-0925 ♦ 281.252.6600*