



Charles Ashby

Brand Builder · Creative Strategist

Profile

Results-driven creative with deep expertise in branding, digital marketing, and user experience. Collaborated with high-profile publications including Maxim, Smooth, For the Bride, and Inked. Specialized in building brands from the ground up—developing websites, digital platforms, and campaign strategies that deliver measurable results.

Tools & Platforms

Experienced across a wide range of design, development, and marketing tools used daily to bring ideas to life and campaigns to market.



Education

University of Miami

Bachelor of Arts in Graphic Design
1999 – 2003

Metropolitan University of Puerto Rico

Bachelor of Marketing and Communications
1996 – 1999

Work Experience

Marketing Director

Cennairus Insurance · 2018–Present

Oversaw marketing strategy, creative direction, and digital execution across the company. Directed a team of designers, developers, and media buyers to build and launch successful campaigns.

- Led the development of agent portals, quoting tools, and micro-sites across multiple insurance programs.
- Managed national outreach campaigns and CRM strategy, generating measurable ROI.
- Registered nearly 2,000 new insurance agents through targeted digital marketing.
- Created ad campaigns and landing pages for specialty and commercial lines, increasing agent engagement and submissions.
- Supervised all creative output across paid media, email, and web properties.

Marketing / Digital Artist

Patriot National · 2014–2018

Directed UI/UX, marketing assets, and digital branding across 13 insurance-related entities.

- Led internal design team and coordinated with IT on major platform launches.
- Created cross-channel marketing campaigns for print, email, web, and social media.
- Improved UX workflows and visual consistency across multiple brands.

Founder / Creative Director

ColorFast Media · 2009–2014

Founded and led a boutique creative agency serving national and local clients.

- Managed a team of designers, copywriters, and developers.
- Delivered full-service branding, website development, and campaign strategy.
- Built long-term client relationships through performance-driven results.

Plant Manager

Digital Color Technologies · 2003–2009

Oversaw end-to-end production for print and pre-press operations across two states.

- Managed logistics, staff, and client services to ensure high-quality output.
- Introduced process improvements that reduced turnaround times and errors.