

CHARLES HERBSTREITH

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Profile Award-winning Creative/Brand Director and Entrepreneur with a proven track record of CPG Brand innovation in the Food & Beverage Industry. Specialized in Brand Design, Brand ID, Logo Design, Brand Innovation, Strategy, Integrated Marketing, Interactive Marketing and Content Creation. Strong mentoring and leadership skills.

Experience **Founder, Creative Director**
BrandCause
2002-Present

A strategic Brand ID and Design Consultancy. My mission is to create compelling content that elevates the relationship between consumers and their brands working with companies and organizations reaching for a higher purpose.

<https://brandcause.com>

Co-founder, Chief Branding Officer
Sh'nnong Beverage Company
2017-2021

Co-founded Sh'nnong Beverage Company, specializing in plant-based CBD beverages promoting health & wellness. Conceived, developed, and launched the Má brand, a line CBD+ botanical infused functional iced teas. Launched nationwide, distribution in 34 states.

<https://drinkmya.com>

Creative Branding Director, Partner
Playbook Branding
2015-2017

At Playbook, we play to innovate, engage and inspire. Most of all, we play to win.

Co-founder, Chief Branding Officer
Five Point Snacks Company
2011-2015

Co-founded Five Point Snacks Company. Mission to support U.S. Veterans quality of life. Conceived and produced a line of 5 snacks- each honoring the 5 branches of the Armed Forces. Donated 5 cents of every bag sold to the Bob Woodruff Foundation. (remind.org)

Prior Agency Experience

DDB, Leo Burnett Company, TBWA, Blum/Herbstreith, Deutsch, Bozell, DMB&B, The Ad Store, Digital Domain / mothership, Troika/LA, RJC Entertainment

Education **Art Center College of Design BFA Advertising Design**
Arizona State University BFA Fine Arts

Passion As a visual artist, I leverage my passion for art history, design, music, architecture and pop culture to collaborate with businesses and brands to produce memorable cross platform campaigns that succeed at building brands and engaging consumers.

References Upon Request