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PROVEN ABILITIES AND RESULTS

Brand Strategy

- Led team of designers in the creation of Coca-Cola's recycled PET program's visual identity, which guided the identity for a global "Living Positively" program.
- Conducted consumer trend analysis to **construct consumer profiles** for Coca-Cola licensed goods and efficiently direct product development efforts
- Audited Coca-Cola's European licensed products for quality and execution of the brand strategy to **identify strategic licensees**.
- Synthesized consumer research and competitive analysis to **determine brand and product positioning** for multiple successful product lines including Baby Einstein juvenile products and Coca-Cola's Sketch licensed products.
- **Developed strategy** for Wal-Mart's Baby Connection branded products which led to Wal-Mart awarding my company the majority of their private label product line.

Product Development

- **Performed consumer research** involving focus groups, in-home studies, shopper behavior studies, and usability studies to initiate and support the ideation process.
- **Prepared and participated in brainstorm** sessions to spur **innovative solutions** and **reinvigorate product lines**.
- Spearheaded **annual product development process** of 3+ product lines of infant development toys from conceptualization through to production.
- **Headed development** of a Coca-Cola signature glass, managing the design and prototyping process **with an overseas manufacturer**.

Project Management

- **Directed outside design agency** to meet overall brand strategy, pressing deadlines and budget constraints to **ensure successful implementation** of new packaging visual identity for Coca-Cola store grand opening.
- **Guided a cross-functional team** of designers, lawyers, category managers, and safety specialists to successfully adhere to global trademark and safety regulations while effectively executing the **first multilingual packaging guidelines** for Coca-Cola licensed products.
- **Managed 30+ European licensees** in the development of Coca-Cola licensed goods by providing brand strategy and art direction and working with legal and quality control to provide product approvals.

Communication

- **Conducted presentations and workshops** explaining brand strategies to internal and external partners to **gain approval from upper management** and **foster implementation from licensees**.
- **Facilitated school relationships** to successfully create and maintain an internship program to **mentor young designers and gain new talent**.