

L'Anda Cheryl Flowers

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SUMMARY

Results-driven professional with extensive experience in strategic branding and design, packaging, innovation, new product launches and integrated marketing campaigns. A top performer with a solid history of success developing creative solutions, leading cross-functional teams, collaborating with managing budgets, reducing costs, shortening timelines and increasing sales. Expertise in:

- Strategic Branding
- Product Development
- Value Chain & Packaging Solutions
- Innovation
- Creative Design
- Budget Management

EDUCATION

Master's of Business Administration, Marketing concentration
Georgia State University, J. Mack Robinson College, Atlanta, GA, Expected 2009

Bachelor's of Science in Industrial Design
Georgia Institute of Technology, Atlanta, Georgia, 2002
Graduated with Highest Honors

PROFESSIONAL EXPERIENCE

THE COCA-COLA COMPANY, Atlanta, GA **2005-2007**

Associate Design Manager, Hardlines (2006-2007)

Managed annual product development process by gathering and analyzing industry trends, creating production artwork, collaborating with internal and external clients and vendors and providing direction to consumer product licensees. Managed the creation and distribution of global packaging guidelines.

- **Directed outside design agency** to meet overall brand strategy, pressing deadlines and budget constraints to **ensure successful implementation** for Coca-Cola store grand opening.
- **Guided a cross-functional team** of designers, lawyers, category managers, and safety specialists successfully adhering to global trademark and safety regulations, effectively executing the first multilingual packaging guidelines for Coca-Cola licensed products.
- **Facilitated internal and external presentations /workshops**, expediting the partners' transition to new packaging strategy to meet deadlines for the Coca-Cola store grand opening.
- **Developed a framework for external designer approvals**, streamlining the approval process and preventing information loss.
- **Created and maintained computer organizational structure** for design department reducing duplication of work, improving efficiency, and fostering information exchange.

Assistant Design Manager, Europe (2005-2006)

Assisted Senior Design Manager with the annual product development process by creating production artwork and collaborating with internal and external clients and vendors.

- **Managed licensed merchandise line review** process by analyzing each licenses' capabilities and product line for quality and execution of this brand strategy. This analysis identified the list of strategic licensees that would build the new brand strategy.
- **Secured patent and trademark rights** for the Coca-Cola Signature Line resulting in a U.S. Patent.
- **Organized and managed PR initiatives** for the Coca-Cola Signature Line in Europe resulting in a prestigious design magazine featuring the product line.

KIDS II, INC, Alpharetta, GA**2001-2005****Industrial Designer (2002–2005)**

Managed seasonal product development process for three product lines by collaborating with brand managers, sales managers, engineers, and licensors, creating CAD designs, and managing external design and engineering resources.

- **Created the strategy and products** for Baby Einstein (a Disney Company) leading to product placement in industry magazines and Kids II winning multiple awards including Disney Licensee of the Year and Dr. Toy's Best Vacation Children's Product.
- **Led product development process**, including creating the vision, product designs, and specifications for an opening price point product line that was awarded over 50% of the Wal-Mart juvenile product planogram.
- Facilitated design school relationships **creating an internship program** that attracted and mentored young designers and increasing Kids II's in house design team to one of the largest in Georgia.

OTHER PROFESSIONAL EXPERIENCE**KIDS II, INC, Alpharetta, GA****2001-2002****Industrial Design Intern****THE COCA-COLA COMPANY, Atlanta, GA****2000****Engineering Intern****TECHNICAL SKILLS**

Microsoft Office; Adobe Creative Suite – Design Standard; AliasStudio; Pro/ENGINEER

ASSOCIATIONS

American Marketing Association (2008 – present)

Industrial Designer's Society of America (1998-present; Chapter Officer 2003-2007)

Toastmasters International (2006-present)

Women's Legacy, a United Way affinity group, Committee Chair (2007-present)

Graduate Business Association (2007-present)

National Black MBA Association (2008 – present)

AWARDS

Golden Key Honor Society, undergraduate and graduate

Patent awarded for proprietary Coca-Cola drinking glass design

Products awarded eight juvenile product awards

Toastmaster's – 4 best speaker and 3 best table topics awards