

CHERRY LANA MYERS

Branding Strategist & Reputation Designer



I'm Cherry Lana Myers, a 20-year-old branding strategist based in Karachi, Pakistan, helping founders, coaches, and creatives across the UK, US, and EU take control of how they're perceived.

I don't build brands. I shape perceptions.

I help leaders craft identities that feel powerful, emotionally grounded, and unforgettable far beyond just visuals and content.

My work sits at the intersection of branding, psychology, and human resonance, and I bring a Gen-Z lens to all of it: bold, honest, and future-focused.

When I'm not working on brand identities, I'm gaming, listening to music, or redefining what it means to be seen.

📌 Notable Mention

*Built 4-figure branding offers before turning 21.
Clients range from executive coaches to founders and global consultants.*

TOPICS I LOVE TO TALK ABOUT.....

1. “Your Branding Isn’t Broken, It’s Just Not You.”

Most people are performing a version of themselves online, then wonder why they burn out or feel fake. Let’s talk about what it takes to build a brand that feels natural, aligned, and powerful.

2. “You Can’t Build a Reputation While Staying Invisible.”

Offline success doesn’t guarantee future relevance. We’re in the visibility economy now – and perception is currency.

3. “A Logo Isn’t a Brand, It’s a Lazy Distraction.”

Let’s debunk the idea that visuals alone build authority. The real power? Messaging. Reputation. Identity. And how it all feels.

4. “Imposter Syndrome Is a Branding Problem.”

If your brand persona isn’t rooted in who you actually are, it becomes a mask you have to keep performing, and eventually, that mask cracks.

5. “Design Is Just Visualized Emotion.”

When your visuals don’t match your energy, your audience feels the dissonance. Let’s talk about designing identity from the inside out.

MEDIA SAMPLES: WATCH ME TALK ON CAMERA

Why Do You Need a Personal Brand?

🎥 [Watch on LinkedIn](#)

What personal branding actually means and why it matters before you blow up.

Personal Brand vs Business Brand

🎥 [Watch on LinkedIn](#)

A punchy take on where to put your energy when building visibility in your industry.

Branding Typography Breakdown

🎥 [Watch on LinkedIn](#)

How even typography choices affect perception and brand psychology.

The “You Know Your Visuals Suck” Reel

🎥 [Watch on LinkedIn](#)

Tough love, Cherry style. Branding truth bombs in under 60 seconds.

This Is How I Build Brand Strategy

🎥 [Watch on LinkedIn](#)

Behind-the-scenes on how Cherry builds perception-driven strategies.

SUGGESTED QUESTIONS HOSTS CAN ASK

You say branding is perception, not visuals, what does that look like in real life?

Can you spot when someone’s brand doesn’t reflect who they actually are?

How do you help clients build brands that feel powerful and personal?

What’s a mistake you see even smart founders make with their online presence?

Why does branding matter so much in an AI-driven world?

How can someone tell if they’re building a brand that will lead to burnout?

What are some subtle cues in visuals or content that shape how someone is perceived?



Let's Change Perceptions?

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Location:

*Karachi, Pakistan (available globally,
virtually or with travel covered)*

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