

# CHEERY LANA MYERS

*I don't build brands. I shape perceptions.*



# ABOUT CHERRY LANA MYERS

I'm Cherry Lana Myers, and I don't just build brands I shape perceptions.

Branding isn't about logos and color palettes; it's about transforming the way people see you. I help people go from being "just another face in the crowd" to unforgettable figures in their industries.

My journey has been one of reinvention and self-discovery, from working behind the scenes to now standing front and center, leading with authenticity and authority.

I've crafted brands for high-level coaches, consultants, and founders, always to create a perception that sticks long after the interaction ends. Whether I'm shaping someone's LinkedIn presence or revamping their entire digital identity, my approach is human-first.

What makes me unique? I don't talk about content or visuals, I talk about the essence of what makes you memorable, impactful, and unstoppable.

# TOPICS I COVER

- ***Branding vs. Perception:*** It's not just about your logo or your website; it's about the perception you create in people's minds.
- ***Visual & Verbal Consistency:*** How aligning every piece of content, design, and messaging builds a memorable, consistent brand.
- ***The Human Side of Branding:*** Real connections come from showing up authentically & embracing imperfection over perfection.
- ***Gen-Z & the Future of Branding:*** How the younger generation is shaping modern branding with transparency, relatability, and human connection.

Are you the  
**QUEEN ON  
THE BOARD?**

Cherry Lana  
Myers sure is.



# SIGNATURE TALK

**Talk Title:** “*The Truth About Branding: Stop Hiding, Start Connecting.*”

## ***Talk Description:***

We've all been told to showcase our best selves, hide our flaws, and only show success. But what if I told you that the real secret to building a strong brand lies in embracing your true self, including your messiness? This talk will challenge everything you've been taught about branding and show you how authenticity is the new currency for trust.

## ***In this talk, you'll discover:***

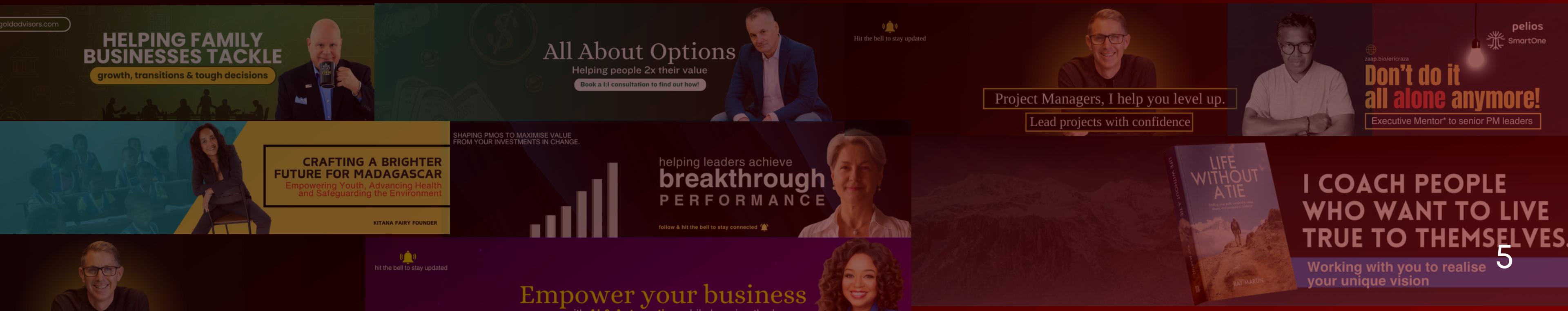
- Why transparency builds stronger connections.
- How to show up authentically in a world full of “perfect” brands.
- Why “perfectionism” is actually harming your brand and how to avoid it

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## 3 Key Takeaways:

- Authenticity is the New Luxury: Why staying true to yourself is what attracts loyal followers.
- The Power of Perception: How your brand's perception determines your success.
- The Human Element: Why showing your flaws is your most powerful asset.



# WHY AM I YOUR PERFECT SPEAKER?

I bring energy, I bring fresh perspective, and I bring a branding philosophy that focuses on human connection. I'm not here to talk about logos and colors, I'm here to teach you how to shape a brand that resonates emotionally, intellectually, and culturally with your audience.

I don't do cookie-cutter presentations. When you book me, you get a speaker who understands the psychology behind branding, how to connect with people at a deeper level, and why staying true to yourself is the key to building lasting impact.



# WHAT PEOPLE SAY ABOUT ME:

Ray Martin:

*“Syeda did a brilliant job of updating my LinkedIn profile. She understood my needs perfectly and transformed my profile into something that spoke my brand – all in 24 hours!”*

Christal Anderson:

*“I highly recommend Syeda Aleesha for branding your LinkedIn profile. She captured my creative style and gave it a professional touch, making my banner a showstopper!”*

Dana Daskalova:

*“Aleesha is the best, fast, flexible, and deeply knowledgeable. She helped me figure out what I really wanted and exceeded my expectations. My profile views skyrocketed after working with her.”*



**Let's Change Perceptions?**

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Location:

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

*Cherry Lana Myers*