10- C -0916

(Do Not Write Above This Line)

A COMMUNICATION BY COUNCIL PRESIDENT CEASAR C. MITCHELL:

APPOINTING KANATA A. HERRING TO SERVE AS A MEMBER OF THE ATLANTA COMMISSION ON WOMEN. THIS APPOINTMENT IS FOR A TERM OF TWO (2) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED

- ☐ CONSENT REFER
- ☐ REGULAR REPORT REFER
- ☐ ADVERTISE & REFER
- ☐ 1st ADOPT 2nd READ & REFER
- ☑ PERSONAL PAPER REFER

Date Referred 5/17/10

Referred To: Comm on Council

Date Referred

Refferred To:

Date Referred

Referred To:

First Reading

Committee

Date

Chair

Referred To

Committee	Committee
COC	
6/7/10 Date	Date
Chair	Chair
Action: Fav, Adv, (Hold) (see rev. side) Other	Action: Fav, Adv, Hold (see rev. side) Other
Members	Members
Refer To	Refer To

Committee	Committee
COC	
6/21/10 Date	Date
Chair	Chair
Action: (Fav), Adv, Hold (see rev. side) Other	Action: Fav, Adv, Hold (see rev. side) Other
Members	Members
Refer To	Refer To

FINAL COUNCIL ACTION

☐ 2nd ☐ 1st & 2nd ☐ 3r Readings

☐ Consent ☐ V Vote ☑ RC Vot

CERTIFIED

CERTIFIED

JUN 2 1 2010

ATLANTA CITY COUNCIL PRESIDENT

CERTIFIED

JUN 21 2010

Rhonda Dauphin Johnson

MUNICIPAL CLERK

MAYOR'S ACTION

10-C-0916

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2010 MAY 12 PM 2:23

ATLANTA CITY COUNCIL

CEASAR C. MITCHELL
PRESIDENT
ATLANTA CITY COUNCIL

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SECOND FLOOR EAST
ATLANTA, GEORGIA 30303
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FAX (404) 658-6562
E-MAIL ccmitchell@atlantaga.gov

May 12, 2010

Councilmember Felicia A. Moore
Committee on Council Chair
55 Trinity Avenue, S.W.
Second Floor East
Atlanta, Georgia 30303

RE: Atlanta Commission on Women

Dear Councilmember Moore,

It is my pleasure to appoint Ms. Kanata Herring to serve as my Council President appointed member to the Atlanta Commission on Women. This appointment is for a **term of two (2) years** on the date of Council confirmation.

Ms. Herring has a vast amount of knowledge and expertise that I believe will be an asset to the Commission. Kanata has assured me that she will serve on the Commission with an unwavering level of commitment and dedication. Attached is a copy of her resume.

Sincerely,

Ceasar C. Mitchell

Cc: Rhonda Dauphin Johnson, Municipal Clerk

KANATA A. HERRING

814 Commonwealth Avenue • Atlanta, Georgia 30312 • (678) 613-8080 • kanata93@aol.com

SUMMARY

An accomplished **marketing and product development manager** with a demonstrated track record of success in brand management, national promotions and public relations in consumer packaged goods and agency environments.

PROFESSIONAL EXPERIENCE

BROWN-FORMAN, Atlanta, GA **2006 - PRESENT**
Trade Marketing Manger – East Region (2008 – Present)
Market Brand Manager – Tequilas (2007 – 2008)
Regional Marketing Manager – Southeast Region (2006 – 2007)

Marketing:

- Analyzed market, consumer and category trends leading to program development that supported brand strategies and capitalized on specific customer opportunities.
- Managed cross functional teams including field sales, finance and legal resulting in strategic program development for identified priority strategic customers.
- Served as primary collection point for sourcing and execution of multi-brand on and off premise promotions resulting in seamless process for third party vendor submissions.
- Developed expertise in national account on-premise category providing insights to field sales and equipping them with tools to drive awareness and growth of the portfolio.
- Provided on-going marketing support to field sales including creative development, strategic presentation development and interaction with marketing personnel at priority strategic customers.

Sales:

- Recommended efficient and effective pricing and promotion strategies to gain placement and brand growth resulting in incremental sales for the portfolio.
- Developed metrics for benchmarking promotions effectiveness and made recommendations for future participation.
- Localized national brand plans resulting in local market distribution and consumer awareness for newly acquired tequila portfolio.
- Executed merchandising strategy resulting in increased visibility and brand awareness.

MARKETING CONSULTANT **2003 - 2006**
Consulted with Fortune 500 companies and Non-profit organizations to generate brand awareness and leverage strategic marketing initiatives.

Nestle USA:

- Supported new product launch of Butterfinger Crisp candy bar resulting in increased brand awareness and the candy becoming the top-selling new candy for Halloween 2004.

Rich's-Macy's:

- Coordinated 28 market event plan to elevate awareness of Rich's-Macy's 15th anniversary of Partners in Time employee volunteer program and community involvement, resulting in increased brand awareness among consumers and stakeholders.

Cracker Barrel:

- Developed marketing plan for The Cracker Barrel Heritage Scholars program in partnership with Spelman College resulting in increased student participation.
- Led event management and execution for grand opening of Cracker Barrel Old Country Store in East Point, Georgia.

100 Black Men of Atlanta:

- Functioned as liaison between national media and the annual Atlanta Football Classic, which led to record attendance at featured events.

Atlanta City Council:

- Managed marketing efforts of special election for Municipal Option Sales Tax legislation including press conference and town hall meetings with city council members and Atlanta mayor, which led to passing of the 1 percent sales tax increase.
- Developed content for Atlanta City Council member's semi annual *The Stakeholder Report* newsletter, which led to increased communication with constituents.

PHILIP MORRIS U.S.A., New York, NY **2001 – 2003**
Associate Brand Manager – New Products (2002 – 2003)
Assistant Brand Manager – Virginia Slims (2001 – 2002)

Brand Management:

Developed customized marketing programs to enhance brand equity and increase sales and market share.

- Created new brand position for aging Virginia Slims brand resulting in revamped advertising campaign and increased brand awareness and trial among competitive consumers.
- Effectively managed $5MM budget and development of long-standing Virginia Slims annual direct mail piece and made recommendation for refreshed piece that was relevant for today's consumer and resulted in 30% cost savings.

New Product Development and Execution:

Experienced in product introductions and development, pricing strategies, sales promotions, packaging and point-of-sale development.

- Served as marketing liaison between field sales and brand resulting in more effective channel and market specific sales promotions.
- Led new product development of Chesterfield brand and influenced decisions on pricing, packaging and sales distribution.
- Directed development of point of sale in retail channels including liquor, grocery store, c-store and mass merchandising.
- Analyzed consumer research to determine new product viability and made recommendations for retail launch strategy.

Business Analysis:

Proven ability to direct competitive analysis, niche marketing and research to quickly respond to market trends and expand profitability.

- Managed marketing budgets in excess of $5MM.
- Analyzed IRI and Nielson data to report weekly national retail volume, share, distribution, and promotional activity for Philip Morris brand portfolio and competitive brands.
- Conducted business analysis for annual and long-term marketing plans and provided direction for development of programs against findings.
- Developed loyalty marketing program utilizing frequent-shopper sales data resulting in increased trial among competitive brand users.

AMERICAN EXPRESS, New York, NY **2000**
Marketing Intern

Project Management:

- Led cross-functional team in new product development and re-launched Line of Credit (LOC) for small business customers with additional benefits and services.
- Managed the creative and production process of all promotional re-launch materials.

- Analyzed customer base to determine spend habits and made recommendations to increase card usage by enhancing the value proposition of the brand.
- Developed communications direct mail strategy using segmentation analysis for 100M card member portfolio.

KETCHUM PUBLIC RELATIONS WORLDWIDE, Atlanta, GA **1996 – 2000**
Account Executive

Client Management / Agency Profitability:

- Managed media relations efforts for Microsoft and Bill Gates' announcement of $16MM philanthropic partnership with the United Negro College Fund (UNCF).
- Supported event productions and media relations efforts for the 1997 "King Center's Acts of Service Recognition" featuring former Vice President Al Gore.
- Launched first of its kind national dedicated practice targeting African American consumers.
- Spearheaded Summer Internship program including recruiting, interviewing and hiring summer interns and organizing professional development programs and activities.

Proctor & Gamble

- Pitched integrated public relations program, which led to $350MM increase in revenues for the agency.

The Coca-Cola Company

- Facilitated media relations for grassroots initiative "Harlem Reads/Harlem Writes," literacy campaign which secured an audience of more than 3 million consumers.

NIKE

- Increased awareness of NIKE's community outreach initiatives exceeded public relations goal by more than 500,000 media impressions.

Hallmark Cards

- Launched Hallmark Cards, Mahogany brand's "Acts of Faith" card line with celebrity spokesperson, Iyanla Vanzant, through integrated marketing communications campaign, which reached more than 45 million consumers and boosted card sales 20 percent over anticipated goals. Awarded Phoenix Award for new product launch.

Cox Interactive

- Coordinated marketing communications efforts of launch of Blackfamilies.com web site, reaching a target audience of more than 27.5 million consumers.

Equifax

- Generated awareness for launch of e-commerce business unit for Equifax, through Internet and traditional marketing initiatives.

EDUCATION

Master of Business Administration in Marketing, Clark Atlanta University, Atlanta, GA
Bachelor of Arts in Public Relations, Clark Atlanta University, Atlanta, GA

AFFILIATIONS AND AWARDS

- National Black MBA Association
- Public Relations Society of America (PRSA)
- National Black Public Relations Society
- Recipient of Phoenix Award from PRSA for New Product Launch
- Recipient of Public Relations in Print Award from the Atlanta Association of Black Journalists (AABJ)