

Cat Roehricht

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I'm a storyteller; it's what I do. Talented, articulate and confident, I've worked across TV, radio, press, social, digital and DM. I know a brand is defined by its voice. And I know how to make that voice sing.

Employment

02/2022 – present **Futerra Ltd (UK)**

Creative Director

Where do you go if you want to use your creative powers for good? To the first agency in the world to be named an Official Climate Solutions Provider, by the UN-back Race to Zero campaign. Somewhere that combines logic and magic to find the solutions our world needs right now. As part of a small but mighty team, I'm working with some of the planet's most prolific brands to change how we do things. Who says words can't save the world?

- Brands worked on include: ABinBev, Booking.com, Kerrygold, L'Oreal, Fortescue.

10/2020 – 02/2022 **Flag Communications Ltd (UK)**

Senior Copywriter

It had been coming for a while, and taking some time out to travel helped me realise what had to change. I needed a role that was more purpose driven. So, I joined an agency that specialized in sustainability, for clients globally. It was a steep learning curve and one that challenged me creatively to think differently.

- Brands worked on included: Apple, Edgewell, Hershey.

02/2016 – 09/2019 **MullenLowe London (UK)**

Senior Creative

What originally started as a two-week freelance gig turned into over three years at this powerhouse of an agency. While all things Unilever kept me busy to start with, I earned the reputation of being someone worth having on your pitch team, resulting in more challenging briefs and a good few outings for my 'we won' face.

- Brands worked on included: British Heart Foundation, Post Office, TRESemmé, Sloggi, Magnum.
- Successful pitch wins for Danone, Ericsson, Signia, Dove and LQID bank.
- Specializing in ATL and digital ideas; highly conceptual and confident delivering under pressure.
- Mentored younger creatives within the agency to help them develop their ideas.

01/2015 – 01/2016 **Cat Creative (London) Ltd**

Freelance Senior Creative

Time for a change, this time into the heady world of freelance. I experienced a range of agencies, working on my own and with other freelance art directors to develop campaigns we could be proud of.

- Spent a month at Grey working on Lacoste, Pantene and Clairol.
- Spent six months at McCann London working on L'Oreal Paris creating an integrated campaign comprising an original 30sec content film, five 10-20sec films, radio and social posts.
- Other solo freelance clients included ghd, forpeople, Movebubble and Gereg Williams.

10/2010 – 12/2014 **Leo Burnett (London, UK)**

Midweight Creative

My previous beauty work got me spotted by the creative heads at Leo Burnett's luxury division, atelier, prompting a move down to the big smoke and a shiny new art director partner, with whom I crafted a range of glorious campaigns for some of the nation's most prestigious brands.

- Brands worked on included: Max Factor, Aussie, Dorchester Collection, Samsung and DDF Skincare.
- Part of a successful creative team creating full 360° campaigns from concept to deployment.
- Experienced TV and print shoots, working with top luxury directors and photographers.

11/2007 – 09/2010 Propaganda Agency (Leeds, UK)

Copywriter

Finally, my first 'proper' agency job! I spent three years cutting my teeth on a range of client briefs, from TV to digital, and learning that they are lots of great ways to sell a sausage roll.

- Brands worked on included: Illamasqua, Habitat, Greggs, Seabrook Crisps, The Car People.
- Learned how to write long and short copy in the right tone of voice across a range of media.
- Became confident working with art directors, designers, planners and account handlers.
- Brainstormed with senior creatives and clients to explore new ideas and avenues.

11/2006 – 11/2007 Redcats UK Ltd (West Yorkshire, UK)

Copywriter/Conceptualiser

I bit the bullet and followed my dream to become a writer. Who knew that dream would include writing junk mail for Mums and Grannies?

- DM copywriter for mail order brands La Redoute, Vertbaudet and Daxon.
- Responsible for preparing and presenting concepts, scamps and mock-ups.
- Part of a creative team with two designers.

04/2004 – 06/2006 Chromagene Ltd (UK)

Production Coordinator

Fresh-faced, I started out on the production side of things. Life was tough for this young creative trapped in a project manager's body. I learned a lot in my two-year stint though, including communication, confidence and plate spinning, as well as the design and print process itself.

- Major clients – Marks and Spencer, Molton Brown, House of Fraser.
- Managed projects from brief to dispatch.
- Liaised with account managers, clients, creatives and VMs.
- Developed creative solutions to challenging briefs.

Education

2000 – 2003 The University of Leeds, UK

BA Joint Honours in English and Music – 2.1

1997 – 1999 Nottingham High School for Girls, UK

A Level English (A), Music (B), History (C), General Studies (C)

Major Achievements

Winning the Dorchester Collection account, 2010

Within weeks of joining atelier, this was the first pitch I worked on with my new creative partner, Amie. The client loved our concept and we went on to bring it to life with the incredible photographer, Guy Aroch.

Winning the White Rose Centre for Enterprise (WRCE) Presentation Competition 2002

As a slightly cocky, slightly terrified undergraduate trying to work out how to take over the world, I entered a competition that saw me pitching my new business idea to 500 business executives and academics. The outcome was determined by an audience vote; I won by a landslide and was awarded the £1000 first prize.

Winning the Edinburgh Museum Creative Writing Competition, under 10s category

It was 1987 and I was six.

Interests

Singing – I sing in an a cappella 80s cover choir. Really. We sing all over the UK, taking part in everything from festivals to flash mob proposals. I'm a shoo-in for agency karaoke.