

CAT ROEHRICHT

CREATIVE DIRECTOR
WITH A CONSCIENCE



CONTACT

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SUMMARY

I'm a storyteller who's passionate about using her creative powers for good. I specialize in sustainability and social impact and have worked across TV, radio, print, social, digital and POS. I know a brand is defined by its voice. And I know how to make that voice sing.

SKILLS

- Creative leadership
- Concepting and ideation
- Copywriting; long and short-form
- 360 campaign development
- Strategic thinking
- Pitching and presenting
- Basic InDesign and Figma
advanced Microsoft Office 365

EDUCATION

- **UNIVERSITY OF LEEDS**
BA English & Music - 2:1
2000-2003
- **NGHS**
A Level English, Music, History
1997-1999

EXPERIENCE

- **FREELANCE CREATIVE DIRECTOR**
Cat Creative Ltd | May 2025 - Present
- **CREATIVE DIRECTOR**
Futerra Ltd | Jan 2024 - May 2025
 - Ran the agency's creative department
 - Worked alongside the founder, CEO and senior leaders
 - Created national & international sustainability campaigns
 - Led and won creative pitches for responsible brands, corporates and NGOs
 - Clients included RSPB, Decathlon, L'Oreal, Netflix, Danone.
- **SENIOR COPYWRITER**
Futerra Ltd | Feb 2022 - Dec 2023
 - Developed campaigns for a wide range of purpose-led clients across film, print, social and digital.
 - Clients included LEGO, Rainforest Alliance, ABInBev.
- **SENIOR COPYWRITER**
Flag Communicatons | Oct 2020 - Jan 2022
 - Developed compelling B2B and B2C campaigns built on insights gained from client ESG reports
 - Devised concepts that enabled report writers to story-tell in more engaging ways
 - Created in-depth sustainability engagement campaigns for clients' internal teams
 - Clients included Apple, Edgewell, Hershey, Pernod Ricard.

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INTERESTS

- 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.
- I'm an active member of Clean Creatives and Creatives For Climate, and regularly attend events and meet-ups.

EXPERIENCE

WORK COACH

DWP

Apr 2020 - Oct 2020

- Spent six months at the beginning of the pandemic working as a Work Coach for the Department of Work and Pensions helping the public access financial support and professional retraining.

SENIOR CREATIVE

MullenLowe London

Feb 2016 - Aug 2019

- Worked as part of a creative team and solo across MullenLowe's extensive Unilever portfolio of brands
- Created national and international TV and print campaigns for TRESemmé, Knorr and the Post Office
- Part of pitch-winning creative teams on Danone, Ericsson, Signia, Dove and LQID bank.

FREELANCE SENIOR CREATIVE

Cat Creative

Jan 2015 - Jan 2016

- Worked solo and as part of a creative team
- Agencies worked at: McCann (L'Oreal), Grey (Lacoste, Pantene, Clairol)
- Brand clients included ghd, MoveBubble, Gereg Williams.

MIDWEIGHT CREATIVE

Leo Burnett

Oct 2010 - Dec 2014

- Part of a creative team, within Leo Burnett's luxury department, atelier.
- Worked across a portfolio of premium brands including Max Factor, Dorchester Collection, ghd, The Outnet, Aussie, Samsung and DDF Skincare.