

# Cat Roehricht

cat-creative.com  
07980 839420  
thisiscatcreative@gmail.com

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

**10/2020 – present**                      **Flag Communications Ltd (UK)**  
**Senior Copywriter**

It had been coming for a while, and taking some time out helped me realise what had to change. I needed a role that was more purpose driven. I wanted to use my creative powers for good. So I joined an agency that specializes in sustainability, for clients all over the globe. Who says you can't change the world?

**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.

- Clients included: British Heart Foundation, Post Office, TRESemmé, Sloggi, Magnum, Sure.
- Successful pitch wins for Danone, Ericsson, Signia, Dove (Europe social brief) 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 to create and produce an integrated campaign for Casting Crème Gloss comprising an original 30sec content film, five 10-20sec films, radio and social posts. Not bad for a six-month stint.
- 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.

- Clients included: Max Factor, Aussie, Dorchester Collection, Samsung and DDF Professional Skincare.
- Part of a successful creative team.
- Confidently created full 360° campaigns from concept to deployment across TV, press, digital, social and outdoor.
- The original 'Tag Team', we would quickly develop and turn around TV tags to support promotional initiatives.
- Confident working on (and winning) new business pitches.
- Experience of print, TV and film shoots.
- Highly conceptual and confident presenting to clients.

**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.

- Worked on brands including 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 the fence. 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.

*- References available on request -*