

Cat Samarista

associate creative director (copywriter)

catsamarista.com

catsamarista@gmail.com

954-256-4212

Based in Los Angeles, CA. Specialized in crafting brand tone of voice/verbal identity, conceptual thinking, social-first ideas, and integrated campaigns that don't make you cringe. Can write for both global and niche audiences. All about her Letterboxd and Discogs.

EDUCATION

Advertising/Public Relations B.A.

Writing & Rhetoric minor

University of Central Florida

AWARDS

Shorty

ADDY x2

Faxies

Cannes Young Lions x2

Graphis

PRESS

Adweek

AdForum

LittleBlackBook

The Boom List

Cannes Young Lions

EXPERIENCE

FREELANCING Nov 2023 – Present

ACD (CW)

Previously did social + TVC for AT&T and concepting for M&M'S at **CRITICAL MASS**, currently avail!

CASHMERE AGENCY June 2022 – Sept 2023

ACD (CW)

Established Disney's first-ever ever green campaign for Black audiences, Came to Play. Created a manifesto, brand guidelines, TVC, social, radio, and OOH.

THE WONDERFUL COMPANY Oct 2021 – May 2022

ACD (CW)

Did social and print for Wonderful Pistachios and more.

160OVER90 June 2021 – Oct 2021

Senior Copywriter

Wrote spots for Lightlife and won new biz.

LAUNDRY SERVICE Jan 2021 – June 2021

Senior Copywriter

Developed brand voice for and launched Pepsi's new morning energy drink, Mountain Dew Energy.

HULU Nov 2019 – Jan 2021

Copywriting Manager

Ideated, wrote on, published, and managed brand, evergreen, and title-led campaigns for @hulu on social.

APPLE Jan 2019 – Nov 2019

Social Copywriter

Concepted, pitched, produced, interviewed, edited, and proofed for the @apple Instagram. Developed global retail campaign. Concepted on brand (iPhone, iPad).

POSSIBLE July 2017 – Jan 2019

Copywriter

Spearheaded social and digital sites for AT&T and Acura.

SAPIENTNITRO May 2016 – June 2017

Freelance Copywriter

Worked on social, radio, and print ads for Miami Heat, Carnival Cruise Line, and ADT.