

CATHERINE

CREATIVE STRATEGIST

INFO



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LOCATION:

NY, New York - open to remote

EDUCATION

The University of Texas at Austin

B.S. - Advertising, May 2022

Texas Creative Portfolio Sequence

Minor, Business Foundations

Minor, Media & Entertainment Industries

HONORS & AWARDS

Student President of Moody College of Communication 2022

Moody College Graduation Commencement Address Speaker 2022

Texas Creative Senate: Strategy Director 2021-2022

4A's Multicultural Advertising Internship Fellow 2022

Austin ADDY Award - Bronze 2022

Dean's Honors List 2019- 2022

University Honors 2018- 2022

LINDBERG

PROFESSIONAL WORK

VML (NY, NY) Copywriter | December 2023 - Present

Junior Copywriter | Oct 2022 - December 2023

- Conceptualize and write copy for major 360° brands campaigns, including Hellmann's (2x Super Bowl), On The Rocks Cocktails, Courvoisier, Roku Gin, Vaseline, Samsung, Degree and more.
- Crafted Hellmann's 2025 Super Bowl campaign, driving 40B+ impressions through activations, OOH, merch, influencer work, and social content.
- Won Roku Gin's business with a pitched campaign spanning digital, social, CRM, and emerging channels.
- Lead creative for On The Rocks Cocktails' social and digital work, spearheading brand repositioning through strategic messaging and overseeing content production across three major shoots.

JOAN Creative (NY, NY) Strategy Intern | Summer 22

- Created foundational brand analysis for new business pitch, uncovering key insights through trend-hunting research and in-person interviews.
- Conducted research for AOR clients (Sheetz, eBay, and S&P Global) and provided creative recommendations for numerous campaign briefs.
- Translated complex consumer trend and brand empathy reports into clear, actionable summaries for agency-wide distribution.

The Arlook Group (LA, CA) Literary Management Intern | Summer 21

Premier creative management company specializing in talent management, brand consulting, and TV/film production.

- Assessed and summarized potential scripts, delivering strategic recommendations to guide buyer decisions.
- Researched and pitched high-potential IP acquisitions, outlining strategic production formats and market viability.
- Analyzed active projects, providing key insights to enhance production efficiency and success.

Texas Creative (Austin, TX) Copywriter, Strategist | 2020 - Present

Distinguished creative advertising portfolio program based in the nation's number one ranked undergraduate advertising school.

- Concepted and executed mock cross-platform campaigns with art directors.
- Determine unique selling point for brands through consumer research, competitive data analysis, and human insight.
- Present summary of research, mock-ups, and brand strategy for each campaign on a weekly basis for critique.

The UT System (Austin, TX) Communications Intern | Summer 20

- Strategized and executed a year long communications plan to educate U.T. System employees about information security and cyber threats.
- Researched and pitched content pieces, composed 12 monthly newsletters, and strategized campaign outreach.

HOW I WORK:

STORYTELLING

OBSERVATIONS & INSIGHTS

CREATIVE BRAINSTORMING

SWITCHING UP MY ALGORITHM

READING & RE-READING