

Cat Eccardt

Associate Creative Director/Writer
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Hi! I'm Cat, an Associate Creative Director/shape-shifting writer that can hear multiple brand voices in my head at a time. I have an unusually high tolerance for feedback and rebriefs and I smile and laugh a lot. I'm obsessed with pop culture, I prefer TV shows over movies, and I really love words—reading them, writing them, making them up—you name it. Or I'll name it. I love doing that too.

I'm passionate about creating work that makes people feel something. Whether it's a chuckle at a simple social post, or thinking differently about an important social movement, I strive to play a part—big or small—in creating positive change.

Work Experience

BARKER

ACD/Writer

Nov 2021–Present

Clients: Hanes, Biotrue, Lumify, Sunsweet

Six + One

ACD/Lead Writer

Aug 2019–Oct 2021

Clients: The Bronx Zoo, NY Aquarium, Spectrum, Hippeas, Momeez Choice

Freelance

ACD/Writer

Oct 2018–Aug 2019

Agencies: McCann, Laundry Service, Saatchi Wellness, Six + One

Saatchi & Saatchi NY

Senior Copywriter -> ACD

Nov 2014–Oct 2018

Clients: Head & Shoulders, Tide, Theraflu, Olay, Pampers, Aussie, Atlantis

mcgarrybowen NY

Senior Copywriter

Jan 2014–Oct 2014

Clients: Chase, Marriott

Havas

Intern -> Copywriter

June 2009–Dec 2013

Clients: Heineken, Dos Equis, Durex, New York Life, Ritz, Ad Council, Lysol

Education

School of Visual Arts

2005–2009

BFA in Advertising

Awards

- 2022 Shorty Impact Awards Silver
- 2015 Cannes radio Head & Shoulders Shortlist
- 2011 One Show radio Dos Equis campaign Gold
- 2011 Clio radio Dos Equis campaign Gold
- 2011 Radio Mercury winner Dos Equis
- 2010 Cannes radio Dos Equis Gold
- 2010 London International Award Dos Equis Silver
- 2009 One Show college competition Finalist
- 2009 YoungGuns International Silver Bullet
- 2008 D&AD student awards in-book commendation