



**CAT SANZ**  
Digital Creator

**SFMGMT**

# ABOUT CAT

Cat Sanz is a content creator, former fashion label owner and entrepreneur mum-of-three. Based on the Gold Coast, Cat employs her elevated approach to content which she has created for leading Australian fashion, beauty and lifestyle brands.

Cat has blogged and worked in PR and digital marketing, and applies the skills from these fields to her content to ensure the brands she represents are seen by her highly engaged audience. Cat is very in-tune with her audience's behaviour, and leverages her background to create ongoing conversation and impressive results for the brands she endorses. Cat's mantra is giving back to yourself through movement and mindfulness, and dedicating time to feeling good in what you wear.

With a keen passion for style and as a mum of three kids, Cat's core audience is women, especially fashion fans and mums. This audience looks to Cat for daily outfit inspiration and style trends.

Cat has worked with leading labels in fashion, beauty and lifestyle including NET-A-PORTER, Adore Beauty, Bared Footwear, Witchery, Grace and Willow, Antipodean, Lululemon, Review, Sunseeker and many more!



@catsanz





# COLLABORATIONS

Cat has the ability to deliver high value and high visibility through her influence and position in digital media.

Lifestyle, wellness, fashion and beauty are Cat's core content pillars that attract a demographic of forward-thinking women who are willing to shop.

Cat's content is elevated, and always aligns with the brands she collaborates with. Partner with Cat to tap into her engaged audience and to get your brand seen.

Cat has +170K followers on Instagram

## OPPORTUNITIES INCLUDE

- Social media content creation

Cat specialises in 'get ready with me's, try-ons, unboxings

- Fashion commentary, Style Q&A's

- Brand and corporate spokesperson

- Ambassadorships

- Podcast interviews



# INSIGHTS

Cat Sanz continues to build an augmented social media following

*\* Insights based on last 30 days*



Views 6,474,444



Reach +220K

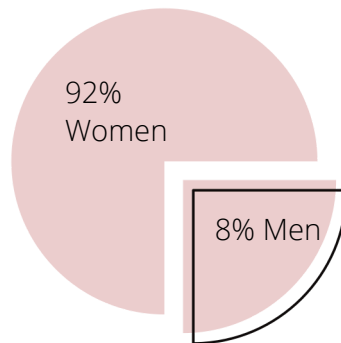
Melbourne 13.2%

Sydney 10.7%

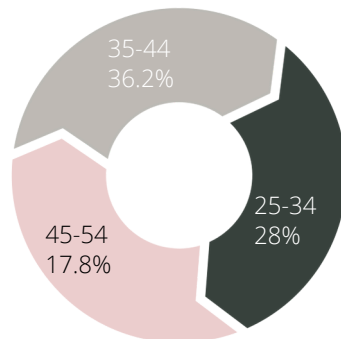
Brisbane 4.4%

Perth 4.3%

Top Locations



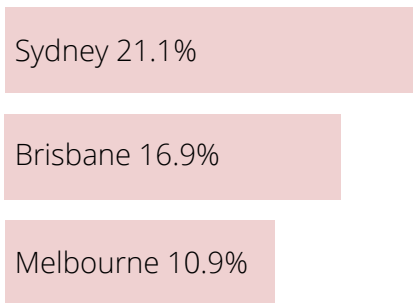
Gender



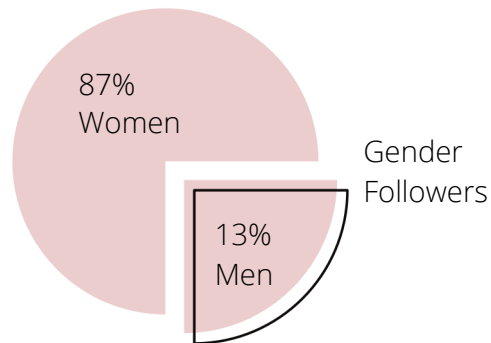
Age



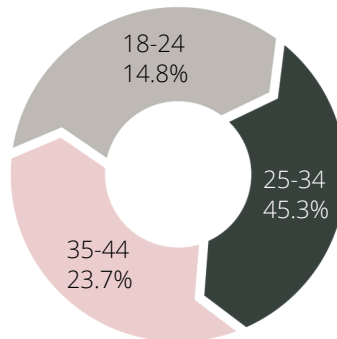
Likes  
14K



Top Locations



Gender  
Followers



Age

# SFMGMT

SFMANAGEMENT.COM.AU

AMY@SFMANAGEMENT.COM.AU

0422 669 687

SHARON@SFMANAGEMENT.COM.AU

0419 636 616

