
WAYWARD LAMB MEDIA
PRODUCTIONS
www.katrinaroshan.com
MEDIA KIT
Kat Roshan

KAT ROSHAN

Kat Roshan, born Katrina Cheng Binti Roshan, is a 23-year-old artist, songwriter and lifestyle creator hailing from the vibrant city of Kuala Lumpur, Malaysia. Embracing her mixed heritage with a Malay father and Chinese mother, Kat's music resonates with a fusion of cultures and emotions, reflecting her unique identity.

Beyond her musical pursuits, Kat Roshan is a dedicated scholar. She currently splits her time between Kuala Lumpur, London and Singapore, having graduated from Idyllwild Arts Academy with a Diploma and an Arts Certificate of Music with a concentration in Songwriting and a distinction in music technology, and, more recently, from University College London with a 2:1 BSc in Security and Crime Science.

As her music continues to captivate hearts and minds worldwide, Kat Roshan's journey is a testament to her talent, determination, and unwavering dedication to her craft.

Kat Roshan

WLMP

Wayward Lamb Media Productions






MERDEKARYA



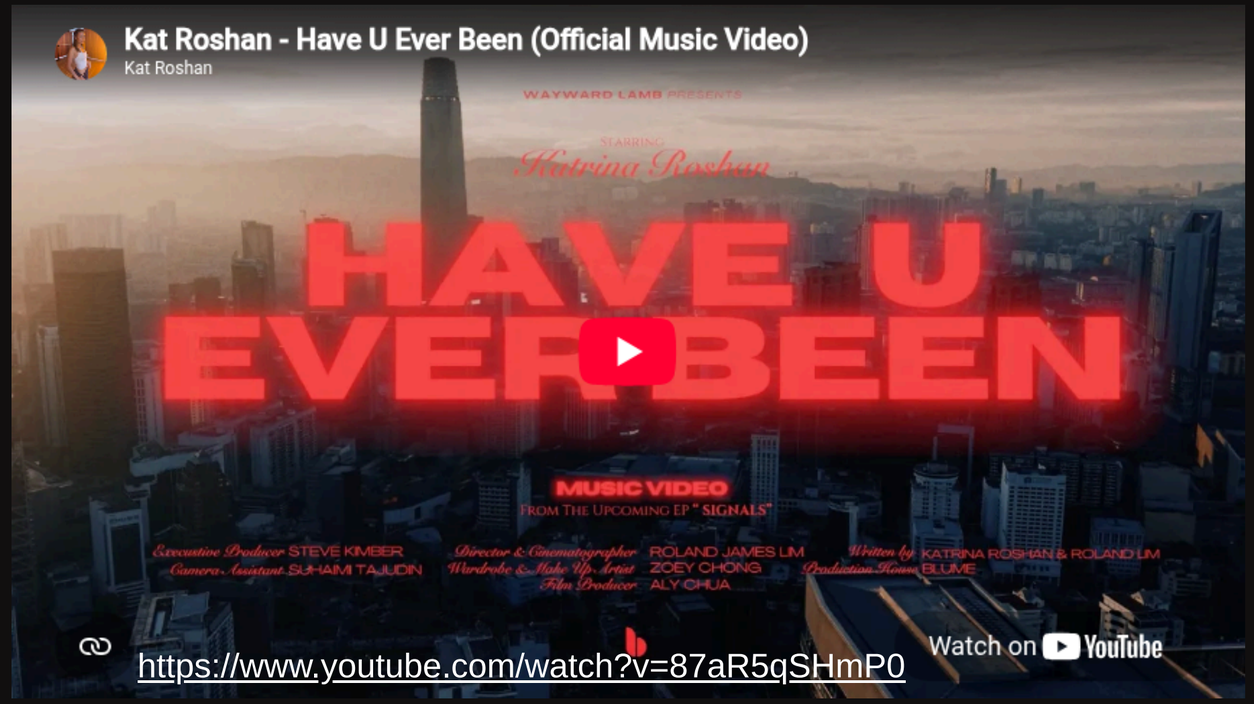
Kat Roshan

HOBBIES/INTERESTS:

Kat lives an active lifestyle that revolves around sports. She excelled as an athlete during her school days and played competitive sports such as athletics, tennis, swimming, basketball, football, volleyball, and badminton. She also loves to surf and scuba dive.
Her passion for music equals her love for sports. Born with perfect pitch, her instruments of strength are piano, violin, guitar and voice. She is a performing artist with a distribution contract with Universal Music Group Malaysia.
She has travelled the world far and wide, with visits to 32 countries under her belt - and counting. She finds cooking, baking, and painting to be cathartic.

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Kat Roshan - Nameless (Official Lyric Video)
Kat Roshan
Kat Roshan
NAMELESS
Kat Roshan
https://www.youtube.com/watch?v=ORiBxH8bonU
Watch on YouTube


Kat Roshan - Have U Ever Been (Official Music Video)
Kat Roshan
WAYWARD LAMB PRESENTS
STARRING
Katrina Roshan
HAVE U EVER BEEN
MUSIC VIDEO
FROM THE UPCOMING EP " SIGNALS"
Executive Producer STEVE KIMBER
Camera Assistant SUHAIMI TAJUDIN
Director & Cinematographer ROLAND JAMES LIM
Wardrobe & Make Up Artist ZOEY CHONG
Film Producer ALY CHUA
Written by KATRINA ROSHAN & ROLAND LIM
Production House BLUME
https://www.youtube.com/watch?v=87aR5qSHmP0
Watch on YouTube


Hey U - Kat Roshan ft Adam E (Acoustic Version)
Kat Roshan
HEY U
feat Adam E
Kat Roshan
ACOUSTIC
https://www.youtube.com/watch?v=7DCBhQaJxFA
Watch on YouTube


Kat Roshan - Choo Choo (Official Music Video)
Kat Roshan
CHOO CHOO
(TRAIN)
BY KAT ROSHAN
https://www.youtube.com/watch?v=xLb4bMseZtY
Watch on YouTube

BRANDS I'VE WORKED WITH

L'ORÉAL PARIS

FILA

SUNPLAY®

YSÉ

STANLEY®

BJAK

Anua

WLMP
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RESULTS

Kat Roshan

70K+ followers on TikTok

10K+ followers on Instagram

My own composition - ‘Nameless’, achieved 1.4M+ views on YouTube

Four songs on my Album, ‘Attachments’ were produced by Richard Harris - #1 Billboard Songwriter

Billie Eilish Ocean Eyes trend organic video achieved 1.5M views on Instagram

Superman Trend organic video achieved 1.3M views on Instagram

5k+ followers

INSTAGRAM DEMOGRAGHICS

Kat Roshan

Account insights

Views

89,665
Views

Followers	51.6%
Non-followers	48.4%
Accounts reached	20,993

By content type

All | Followers | Non-followers

Reels	48.1%
Stories	47.5%
Posts	4.3%
Videos	0.0%

• Followers • Non-followers

Profile

2,259
Profile activity

Profile visits	2,242
External link taps	17

Followers

11,248
Total followers

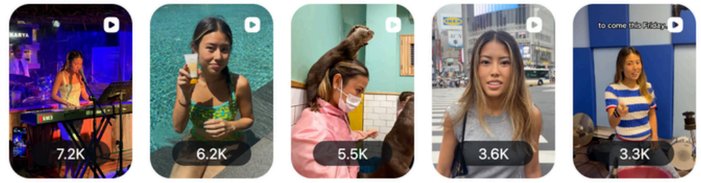
Most active times

M | Tu | W | Th | F | Sa | Su

12a	2,820
3a	3,038
6a	2,984
9a	1,852
12p	1,084
3p	1,871
6p	2,398
9p	2,711

• Followers

Top content based on views See all



Jul 20 | Jul 17 | Jul 13 | Jul 5 | Jul 23

Interactions

3,630
Interactions

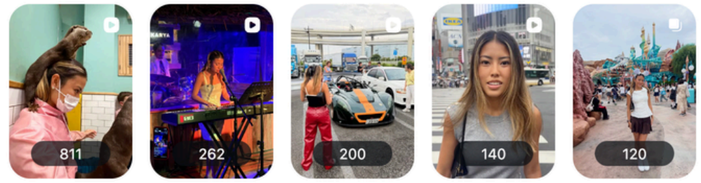
Followers	60.4%
Non-followers	39.6%
Accounts engaged	1,501

By content interactions

Reels	62.3%
Stories	27%
Posts	10.7%

• Followers and non-followers

Top content based on interactions See all



Jul 13 | Jul 20 | Jul 15 | Jul 5 | Jul 9

By content type

All | Followers | Non-followers

Stories	76.6%
Reels	20.8%
Posts	2.6%
Videos	0.0%

• Followers • Non-followers

By content type

All | Followers | Non-followers

Reels	76.7%
Stories	17.1%
Posts	6.2%
Videos	0.0%

• Followers • Non-followers

@KATRINA.ROSHAN

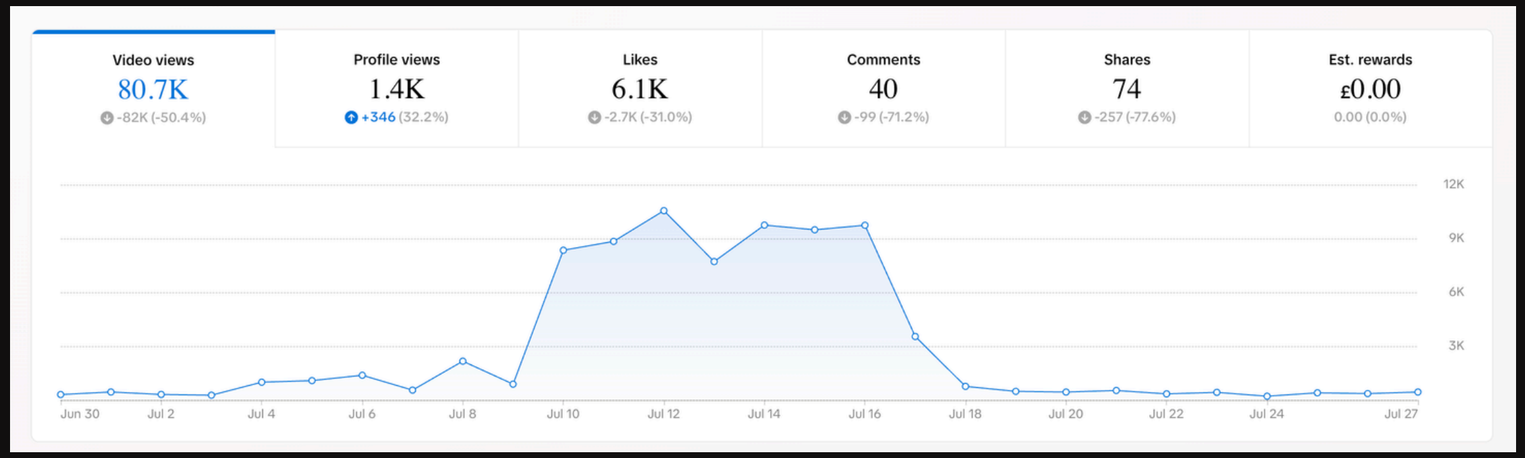
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TIK TOK DEMOGRAGHICS

TikTok
@KATRINA.ROSHAN

Kat Roshan





Posts (Created on)	Privacy	Views	Likes	Comments
00:18 Running has always been more than exercise to me - it's clarity,... Jun 4, 5:06 PM	Everyone	102K	193	1
01:00 Exactly what she said 🎾 #tennis #focus #anticipation #mindset Mar 19, 6:56 PM	Everyone	103K	3,839	2
00:14 Hop on the train 🚂🎵 #choochoo #movewithme #katroshan... Feb 9, 8:15 PM	Everyone	181K	1,623	37
00:14 New music, new direction 🚂🎵 #choochoo #katroshan... Feb 3, 1:21 AM	Everyone	211K	2,290	48
00:17 Beach bum 🏄‍♂️☀️👙 #beachday #summer #ideal Jan 5, 4:43 PM	Everyone	116K	4,755	54
00:11 In the middleeee #themiddle #lipsync #trending Dec 18, 2025, 6:05 PM	Everyone	102K	4,095	31
00:47 My first ever writing camp 🙈 @thekennelmusic X... Sep 26, 2025, 4:22 PM	Everyone	106K	1,150	4

Traffic source

For You	47.4%
Search	43.8%
Personal profile	7.8%
Following	1%
Sound	0.1%

WLMP
Hayward Lamb Media Productions

SOCIAL MEDIA

Kat Roshan

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TikTok

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@KATRINA.ROSHAN

WhatsApp

+60-11-2696-5128 (MYS ENQUIRIES)

Spotify

KATRINA ROSHAN

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CONTACT MY MANAGER BY EMAIL, WHATSAPP OR SOCIAL MEDIA

THANK YOU!

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Stephen Kimber

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LET'S WORK TOGETHER!

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