

# Sophie Abromowitz

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## Copywriting & Marketing

**Cash App** (June 2019 - Jan. 2024) – **Writing Lead, Social** (prev. Senior Marketing Copywriter, Marketing Copywriter, Podcast Ad Copywriter)

- As longest tenured writer at Cash App, wrote for highly collaborative, multidisciplinary campaigns and projects, including:
  - A financial literacy campaign starring Megan Thee Stallion
  - Multiplatform launch campaigns for 13+ banking suite Cash App Families and fashion line Cash By Cash App, including web, social, in-app, and live and digital activations.
  - Ambitious, form-bending ad copy for podcast partners including Pod Save America, Bodega Boys, and Pardon My Take
- Oversaw copy, messaging, and creative content for Cash App's sizable social channels (Twitter 2M, IG 2.5M, TikTok 725K, Twitch 566K). Directed and edited work from freelance writers, designers, and agencies.
- Wrote, edited, and consulted on the Cash App brand's voice and tone guidelines and design bibles. Frequently wrote and collaborated on UX/UI copy, design, and flow.
- Heavily involved in scaling up writing team from just myself to 20+ writers across multiple disciplines.

**McCannXBC** (Sep. 2013 - Dec. 2013) – **Copywriting Intern**

- Collaborated with designers and CDs to conceptualize and create TV spots, digital media, and ad copy for MasterCard, as well as partners including Justin Timberlake, the GRAMMY Awards, and the PGA Tour.

## Comedy Writing

**Clickhole** (June 2014 - Dec. 2017) – **Senior Writer** (prev. Staff Writer, Writing Fellow, Remote Contributor)

- Wrote and edited comedy articles, headlines, and jokes, wrote and directed videos, mentored and edited remote contributors, coordinated semimonthly live shows, and contributed to pitch meetings.

**The New Yorker** (Apr. 2015 - present) – **Co-Cartoonist**

- With illustrator Eli Dreyfus, write cartoons and humor articles for publication in print and online.

**The Onion** (June 2014 - July 2015) – **Contributor**

- Submitted daily feature jokes – polls, infographics, American Voices – for America's finest news source.

**Gawker** (May 2014 – Aug. 2014) – **Contributing Writer, Morning After**

- Wrote TV criticism, blog posts, and episode recaps for Gawker's television vertical.

**Someecards** (Feb. 2014 – Jan. 2015) – **Contributing Writer, HappyPlace**

- Wrote 3-4 original humor articles weekly for Someecards' humor blog, a majority of its original content.

**CollegeHumor.com** (June 2011 - May 2015) – **Freelance Writer** (prev. Editorial Intern)

- Wrote and edited articles for online distribution, collected and published viral content, sat in on and contributed to creative and RFP meetings, and assisted in coordinating live events in the NYC area.

## Game Design

**CMYK Games** (Aug. 2021 - present) – **Writer and Creative Consultant**

- Work closely with game designers and artists to write, concept, redesign, and playtest award-winning games, including Monikers, Magical Athlete, Spots, Quacks, Hot Streak, and Hilt.

**Cards Against Humanity** (Apr. 2019 - Aug. 2020, Dec. 2023 - present) – **Writer and Creative Consultant**

- Write for the base game and help develop games like Tales and The Dreadful Book Of Questions.

## Other Experience

**Illinois Single Payer Coalition** (Mar. 2018 – Jan. 2019) – **Editor, *Bleeding Illinois***

- In conjunction with researchers and healthcare experts, edited short book on the structure and financing of America's healthcare system, as well as public and private insurer practices, with a focus on Illinois.

**BallotReady** (Oct. 2018 - Jan. 2019) – **Junior Elections Researcher**

- Researched 2018 and 2019 local elections and obtained electoral mapping data for BallotReady, a startup providing comprehensive, nonpartisan election information to help voters cast informed ballots.

## Education

**Princeton University**, Princeton, New Jersey

*Bachelor of Arts in English with Honors, Thesis Program in Creative Writing.*

Class of 2013