Taylor Williams

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ABOUT

Brand and social strategist with 11 years of experience at Block, from Cash App's first customer support team to Brand Lead. Built Cash App into the #1 most-followed finance brand on social, then led integrated campaigns across brand, product, and partnerships. Created Cash App's brand voice guide, partnered with creative every day to keep each piece on brand, and built channels from the ground up. Managed multimillion-dollar quarterly budgets and agencies, turning complex financial products into audience-first stories people talk about.

PROFESSIONAL EXPERIENCE

Cash App (Block) – Austin, TX *Brand Lead, Marketing & Social Strategy* **Oct 2023 – Feb 2026**

- Led organic social strategy across Instagram, TikTok, X, YouTube, Threads, LinkedIn, and Reddit, reaching 6M+ combined followers
- Led social for integrated partnership campaigns including Timothée Chalamet (128M+ views), A$AP Rocky's Met Gala drop using Afterpay on Cash App (4M+ TikTok views), Visa Cash App Racing Bulls F1 race weeks (5.6M+ organic views), and a sold-out Chillhouse nail collab
- Created Cash App's brand voice guide, a range from buttoned up to playful with guidance on when to use each, adopted by the creative and Social Customer Support teams
- Partnered with creative every day from brief to final output, setting up shoots, casting talent, and leading rounds of design feedback to make sure every piece represented the brand
- Built a Reddit channel strategy that turned r/CashApp from customer complaints into a community resource for product launches and support, and led AMAs with company leadership on Reddit and X for launches like the 2025 Fall Releases
- Grew rapid response from a team of one into a daily agency-run program of 20–25 responses, and created the outage (SEV) playbook Cash App used company-wide for public communication
- Managed multimillion-dollar quarterly budgets and up to 5 agencies at once from RFP through execution, plus contract partners including a paid social strategist scaling TikTok boosting and a LinkedIn strategist
- Led creator marketing through agencies, running 2–3 campaigns a quarter with 15–20 creators each, from brief to performance reporting
- Worked directly with the CMO and senior leadership, presenting monthly organic performance reporting to executives and company-wide audiences

Cash App (Block) – New York, NY *Social Media Lead* **Jan 2021 – Oct 2023**

- Owned day-to-day channel strategy alongside the creative team, publishing 2+ channel-specific pieces a week on both Instagram and Twitter, driving a sizable jump in Twitter engagement with more frequent, bespoke, copy-led content instead of cross-posting from Instagram
- Took over TikTok at 50K followers and built a new channel strategy, growing it to 750K by 2026
- Created #CashAppDay, nine giveaways in one day that added 100K+ new followers
- Created a social escalation process with Social Customer Support to flag misinformation and viral posts, protecting the brand and still in use through 2026

Cash App (Block) – New York, NY *Marketing Associate* **Jan 2020 – Jan 2021**

- Managed day-to-day content strategy and created Cash App Wisdom, the brand's first educational series, driving reach and real engagement by inviting followers to share each post to their Instagram Stories with their $cashtag
- Ran #CashAppFriday, turning an organic Twitter trend into official, bonded sweepstakes of up to $100K that trended #1 with almost every giveaway and grew Cash App past 1M followers on Twitter and Instagram
- Co-led Cash App's donation matching program in June 2020, onboarding 11 nonprofits in 2–3 days for 11 days of matches, then built a quarterly matching program with the Inclusion & Diversity and Policy teams to spotlight aligned organizations

Cash App (Block) – New York, NY *Copywriter* **May 2019 – Jan 2020**

- Wrote brand and product copy for Cash App's web landing pages, turning financial features into clear, approachable language
- Partnered with design and marketing to balance product clarity with Cash App's brand voice

Square and Cash App (Block) – New York, NY *Customer Support Representative → Resolution Desk Specialist* **Oct 2014 – May 2019**

- Started on the front lines of Square support, then was hand-selected as one of the first five people supporting Cash App at launch and wrote the internal knowledge base every support rep used
- Became one of the first three members of the Resolution Desk, solving complex customer issues and serving as the escalation point for all of support

PARTNERS & PRESS

Partners and talent: Timothée Chalamet, A$AP Rocky and AWGE, Visa, the VCARB F1 team, Chillhouse, DoorDash, Target, Sephora, GoPuff, Megan Thee Stallion, Josh Allen, A24, and Charli XCX

Work featured in: Ad Age, Marketing Brew, Hypebeast, Marie Claire, and L'Officiel USA

SKILLS

Social strategy · Integrated campaign planning · Brand storytelling · Brand voice and guidelines · Creative direction · Talent partnerships · Influencer marketing · Social listening · Crisis communications · Agency management · Copywriting

Platforms: Instagram, TikTok, X, YouTube, Threads, LinkedIn, and Reddit

Tools: Sprout Social, Brandwatch, TikTok for Business, Meta Business Suite, YouTube Studio, and Reddit for Business

EDUCATION

University of Washington, *Foster School of Business* – B.A. in Business Administration, Marketing · Minor in Political Science **2014**