

Bobbie Armstrong

Senior Copywriter

About Me

Manhattan, NY

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bobbiearmstrong.com

Social copywriter, community manager, comedy writer.

Addicted to going viral. In therapy.

I did college improv and I'm sorry.

Education

BA – Journalism + Creative Writing

American University, 2021

Experience

Senior Social Copywriter + Community Manager, VML / Jan '25–Present

Wendy's

Led community management across platforms + primary writer for main feed content on Threads, growing account by 500K followers and generating millions of impressions monthly.

Led rapid-response trend content on X and Threads. Contributed to trend-based content on Instagram and TikTok. Managed social for major brand campaigns and collaborations

(SpongeBob, Wednesday).

Comments averaged 100K likes per week. Single reply on X sparked viral moment, generating coverage across media outlets, 1.6B earned impressions, and highest sales days of 2025.

Community Manager, VML / Jul '24–Dec '24

Wendy's

Responded to high-volume daily engagement across platforms. Partnered with art directors to develop evergreen and trend-driven main feed content. Identified trending posts and deployed brand comments that generated millions of likes. Supported social for large-scale campaigns and activations.

Copywriter, VML / Jan '23–Jul '24

Colgate, Fabuloso, August

Created social content for Colgate across platforms, including a multi-million-dollar 360 campaign for Colgate Optic White. Contributed to equity rebrands. Rewrote the social playbook for Fabuloso and helped define its new social voice. Launched the proactive “Tampon Test” for period care brand August.

Associate Copywriter, Red Fuse / Jun '21–Dec '22

Tom's of Maine, Colgate

Conceptualized and created a full social calendar with an art director for Tom's of Maine and Colgate. Pitched an idea that resulted in a \$10K grant to a nonprofit providing outdoor experiences for LGBTQ youth as part of the Tom's of Maine giving program.

Comedy Writer, Freelance / Jan '17–Present

McSweeney's, The New Yorker

Satire published in McSweeney's 45 times, including topical pieces written and submitted within hours of breaking news. Humor writing has also appeared in The New Yorker and other online publications.

Awards + Highlights

Wendy's – Frosty Fix

Cannes Lions Silver (Direct) • D&AD Wood Pencil • The One Show Silver Pencil, Bronze Pencil + 6 Merits • Clio Bronze (Creative Use of Data) • Shorty Awards Silver Honor (Humor, Event & Experiential)

Simone Biles once posted on Threads that “Wendy's has the most hilarious clapbacks.”

Started a viral internet feud with a pop star.