

Troup Wood

Copywriter in Los Angeles

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Portfolio: www.troupwritescopy.com

Education

Bookshop LA, portfolio school—2023-2024

One Creator Lab, a 20-week digital advertising fellowship from Tik-Tok—2024

CAPE New Writer's Fellowship—2016

UCLAx Screenwriting Program—2016-2017

Dartmouth College, *cum laude*—2010-2014

Experience

Filmmaker and Writer—2015-2024

- Collaborated with producers to manage projects, meet deadlines, and incorporate notes
- Sold three scripts, coming to a TV near you in 2024. With three more scripts being shopped to Lifetime and Hallmark by Principal Productions and ReelOne
- Filmed a documentary in Nepal and Nicaragua. Won Best Intl. Doc at Laughlin, NV Film Festival 2016, screened in eight countries
- Was flown to Mexico and Peru to direct, shoot, and edit commercials
- Lectured on creative storytelling at Dartmouth College

Ivy Guide Tutoring, Founder—2016-2023

- Led an education start-up and managed three tutors
- Ran social media ads and curated brand partnerships, including Harvard-Westlake in Los Angeles, two private schools in China, and six partner education companies
- Grew our student base to five countries
- Conducted a student outreach lecture and workshop series in 10 Chinese cities, resulting in \$1M+ of education product sales for partner organizations
- Volunteered to teach and create a creative writing curriculum for incarcerated youth

Pavé Life, Video Marketing Manager—2014

- Developed video marketing strategy for B2C and B2B sales, doubling social engagement
- Wrote copy for the newsletter and social banner ads
- Coordinated shoots and managed locations. Produced, filmed, and edited video content

Sterling-Rice Group, Branding Intern—2014

- Pitched copy and branding ideas for a chocolate milk product

Other skills

Photoshop, AI tools including ChatGPT and Midjourney, video production and editing, making a wicked good cocktail, watching devastating BBC dramas, backflips