

# Troup Wood

## Copywriter in Los Angeles

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Portfolio: [www.troupwritescopy.com](http://www.troupwritescopy.com)

### Experience

RPA, Jr. Copywriter—June-October 2024

- Sold work to ARCO Gas, Homes.com, Pocky, *ampm*, and Spotless Carwash.
- Collaborated with AD partner to find insights, concept, pitch, and produce print and video ads.
- Wrote, directed, and edited culturally relevant content for social media.

Screenwriter and Documentary Filmmaker—2016-2024

- Sold four scripts, coming to Lifetime and Hallmark this year.
- Directed, shot, and edited commercials in Mexico and Peru with quick turnaround times.
- Won Best Intl. Documentary at the Laughlin, NV Film Festival (2016) with a branded doc filmed in Nepal and Nicaragua; screened in eight countries and raised funds to build a school.
- Lectured on storytelling and pitching at Dartmouth College.
- Realized I'd much rather be an advertising copywriter than a screenwriter!

Ivy Guide Tutoring, Founder—2016-2024

- Led an education start-up, managed four employees, and fostered a collaborative culture.
- Ran Instagram and Facebook ads while building new business relationships with Harvard-Westlake in LA, two international schools in China, and six partner education companies.
- Honed my presenting and leadership skills by lecturing and running workshops in 10 Chinese cities, resulting in \$1M+ in education product sales for my partner organizations.
- Volunteered to develop and teach a creative writing curriculum for incarcerated youth in LA.

Pavé Life, Video Marketing Manager—Fall 2014

- Developed video marketing strategies for B2C and B2B sales, doubling social engagement.
- Wrote copy for newsletter and digital ads.
- Produced, filmed, and edited video content to meet tight deadlines and budgets.
- Managed relationships with venues and Broadway talent during busy filming schedules.

Sterling-Rice Group, Branding Intern—Spring 2014

- Pitched copy and branding concepts; collaborated with strategy, account, and creative teams.

### Education

Bookshop LA, Portfolio School—2023-2024

ONE Creator Lab, a 20-week digital advertising fellowship from TikTok & The ONE Club—2024

CAPE New Writers Fellowship—2016

UCLAx Screenwriting Program—2016-2017

Dartmouth College—studied English, philosophy, and media; *cum laude*—2010-2014

### Other Skills

Photoshop, AI (ChatGPT, Runway, Midjourney, etc.), video production, editing (Premiere, Final Cut, CapCut), mixing a wicked good cocktail, watching devastating BBC dramas, backflips