Troup Wood

Copywriter in Los Angeles

720.231.7931 ✦ troupwood@gmail.com
Portfolio: www.troupwritescopy.com

Experience

Monks, LA, Copywriter on T-Mobile—2024-2026

- Concept, pitch, write, and produce $1M-budget paid and organic social campaigns.
- Guide a team of editors, designers, and motion designers in shaping the work so it's client-ready before it hits our CD's desk.
- Wrote and helped conceptualize T-Mobile's new social "Look and Feel" playbook, covering everything from content tone, voice, and style to influencer partnerships and events.
- Selected to write pitch slides for Super Bowl spots, T-Mobile's upcoming rebrand, and other agency-wide projects.

RPA, Jr. Copywriter—2024

- Sold work to ARCO Gas, Homes.com, Pocky, *ampm*, and Spotless Carwash.
- Collaborated with AD partner to strategize, find insights, concept, pitch, and produce work.
- Crafted copy for paid social, OOH, web, product descriptions, emails, point-of-purchase, radio, TikTok, and Meta, ensuring consistent brand voice.
- Scripted, filmed, acted in, and edited video content tailored to different social platforms.

Freelance Content Creator and Writer—2016-2025

- Worked with brands to concept, write, and direct video content with quick turnaround times.
- Sold four screenplays to A+E Networks and ReelOne; two movies aired, exceeded ratings goals, and are now on Amazon, with another airing this year.
- 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 schools.
- Lectured on storytelling and pitching at Dartmouth College.

Pavé Life, Video Marketing Manager—2014-2015

- Developed video marketing strategies for B2C and B2B sales, doubling social engagement.
- Wrote copy for newsletter and digital ads.
- Produced, filmed, and edited content with celebrity talent to meet tight deadlines and budgets.

Education & Recognition

TikTok & ONE Club for Creativity 20-week fellowship called the "ONE Creator Lab"—2024

- Agencies: David&Goliath and Sid Lee. Brands: Olipop, Allbirds, Fila, Avocados from Mexico.

Young Ones ONE Show Finalist—2025
Book Shop LA, a global top-10 portfolio school—2023-2024
CAPE New Writers Fellowship—2016
UCLAx Screenwriting Program—2016-2017
Dartmouth College—English, philosophy, and media; Honors, *cum laude*—2010-2014

Other Skills

Video production, editing (Premiere Pro, AE, CapCut), Photoshop, Figma, AI (Gemini, ChatGPT, Runway, Midjourney, etc.), mixing a wicked good cocktail, backflips