

Troup Wood

Copywriter in Los Angeles

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Portfolio: www.troupwritescopy.com

Experience

Monks, LA, Copywriter on the T-Mobile account—2025-2026

- Concept, pitch, write, and produce \$1M-budget paid and organic social campaigns for T-Mobile.
- Guide a team of editors, designers, and motion designers in shaping the work so it's client-ready before it even hits the ECD's desk.
- Wrote and helped conceptualise T-Mobile's 2026 social "Look and Feel" playbook.
- 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.
- Contributed to larger integrated brand campaigns.

Screenwriter and Documentary Filmmaker—2019-2025

- Sold four screenplays to A+E Networks and ReelOne; two movies aired, exceeded ratings goals, and are now on Amazon, with more coming out 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.

Ivy Guide Tutoring, Founder—2016-2023

- Led an education start-up, managed four employees, and fostered a collaborative culture.
- 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.

Education

Young Ones ONE Show Finalist—2025

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; Honors, *cum laude*—2010-2014

Other Skills

Photoshop, Figma, AI (ChatGPT, Runway, Midjourney, etc.), video production, editing (Premiere Pro, AE, CapCut), social media strategy, mixing a wicked good cocktail, backflips