

# julia wooten

COPYWRITER AND NARRATIVE DESIGNER

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## PROFILE SUMMARY

Writer and storyteller focused on human-centered narratives for marketing, community engagement, and digital media.

## RELEVANT EXPERIENCE

### BMW Group

Narrative Lead | Marketing Campaign

Aug 2024 - Nov 2024 | Spartanburg, SC

- Conceptualized and wrote copy for two fully produced BMW advertising campaigns.
- Crafted brand-forward narration, wall text, and instructional copy for an interactive BMW exhibit, engaging 6,000+ attendees.
- Wrote and produced a short-form documentary exploring Gen Z perceptions of BMW.

### The Houston Zoo

Historian and Social Media Lead | Zoo Crew Leadership Program

June 2017 - Sept 2019 | Houston, TX

- Led Instagram content strategy and wrote consumer-facing copy.
- Created promotional and recruitment copy for the Zoo Crew Program centered on education and participant experience.
- Developed concepts and copy for educational stands placed throughout the zoo.

### Lacoste Projection Exhibit

Apr 2025 - June 2025 | Lacoste, France

Narrative Writer | Immersive Brand Experience

- Developed original bilingual copy projected across historic architecture in a village-wide outdoor installation.
- Wrote high-impact copy designed to be read quickly in motion-based environments, prioritizing clarity, tone, and emotional resonance.
- Collaborated with writing, motion media, and projection teams to align copy with visual moodboards.

### Stride E-Learning Solutions

Aug 2023 - Dec 2023 | Savannah, GA

Narrative Writer | Educational Game Development

- Wrote narrative copy, dialogue, and instructional text for an educational science exploration video game.
- Collaborated with a multidisciplinary team to integrate educational content seamlessly into gameplay mechanics.

### Encryption Escape

May 2025 - July 2025 | Savannah, GA

Narrative Writer | Experiential Design

- Collaborated on the concept and narrative design of a new escape room experience, blending storytelling with environmental design.
- Wrote promotional copy announcing the room's reveal and opening date across marketing channels.

## ADDITIONAL EXPERIENCE

### Mojo Global Arts

Dec 2024 - April 2025 | Los Angeles, CA

Film Development and Marketing Intern | Coverage and Development

- Completed coverage on 50+ feature and television scripts, providing written analysis for development consideration.
- Assisted in creating pitch decks for 5+ client projects, supporting presentations to investors and internal stakeholders.
- Researched industry executives, managers, agents, and other key contacts.

### The Radmin Company

Dec 2024 - April 2025 | Beverly Hills, CA

Film Development Intern | Coverage and Development

- Completed coverage on 30+ feature and television scripts, providing written analysis for development consideration.
- Assisted in creating pitch decks for client projects, supporting presentations to clients.

### SCAD Radio | Interference

Mar 2024 - Mar 2025 | Savannah, GA

Supervising Producer | Collaborative Production

- Authored engaging scripts and a season outline for a seven episode sci-fi series, delivering complex episodes with emotional and sci-fi elements.
- Supervising produced the recording and editing of the series.
- Directed actors and managed social media and art direction.

## SKILLS

### PROFESSIONAL SKILLS

Copywriting | Brand Voice | Editorial Writing | Social Media | Scriptwriting (Youtube, short form) | Campaign Writing | Proofreading and Editing | Content Strategy | SEO | Project Management | Bilingual Copy Development

### TECHNICAL SKILLS

Adobe Certified Professional — Photoshop, Illustrator, InDesign, Premiere Pro, After Effects | Microsoft Suite — Word, Excel, PowerPoint | 3D/UX Tools — Cinema4D, Blender | Figma | Google Workspace | Canva

## EDUCATION

### Savannah College of Art and Design

August 2022 - May 2025 | Savannah GA

Bachelor of Fine Arts

Major: Dramatic Writing