



# Julie DePew

Themed Experience Show Writer. Creative Director. Geek.

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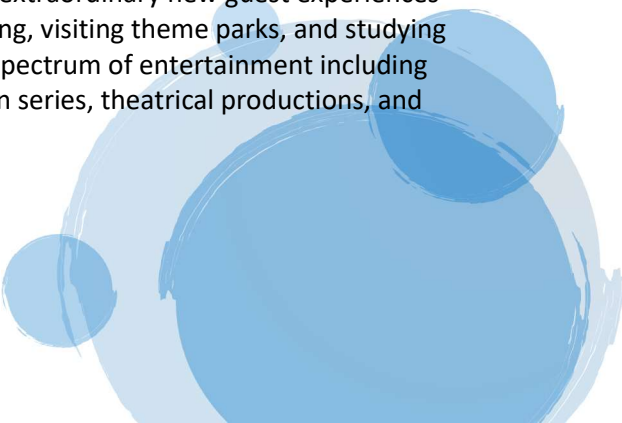
Julie DePew is a fun-loving, detailed, and geeky show writer, creative director, and wordsmith with over 20 years of experience in location-based themed entertainment. In every creative endeavor, she exudes a boundless passion for the power of story, including the potent connections that we form with beloved characters and worlds.

Her experience includes over a decade with Universal Orlando's operations division. After working as a ride/show operator and trainer at several attractions, she moved behind the scenes as a training documentation writer/coordinator, where she helped develop operating procedures, establish global training documentation standards, and craft in-depth thematic guidelines for opening-day operators at world-class, award-winning attractions such as "Men in Black: Alien Attack," "Revenge of the Mummy," and "The Wizarding World of Harry Potter."

Julie's wordsmithing skills and tireless dedication to story, detail, and the guest experience led her to the world of themed entertainment design, where she develops and revises materials across all phases of the experiential design process, including nomenclature, presentation decks, and attraction, land, and parkwide narratives from preliminary outlines to full scripts.

Julie's unique blend of operations background and design skills has made her an engaging project collaborator with creative and technical partners, subcontractors, and vendors from concept to completion. Her design portfolio includes globe-spanning projects with Paramount Parks & Resorts, Warner Bros. Entertainment, Universal Parks & Resorts, The Hershey Company, and many more.

When she is not helping to bring extraordinary new guest experiences to life, Julie enjoys tabletop gaming, visiting theme parks, and studying the structure and story across a spectrum of entertainment including feature films, long-form television series, theatrical productions, and video games.



Burbank, CA 91505



[linkedin.com/in/juliedepew](https://www.linkedin.com/in/juliedepew)



[Writing Samples](#)

## Experience

### **July 2022 – Present**

Show Writer, Paramount Parks & Resorts (Contract)  
 Paramount Pictures (Los Angeles, CA)  
[paramountpictures.com](http://paramountpictures.com)

### **January 2012 – Present**

Creative Director, Show Writer, Geek • Co-Founder  
 RoseWell Entertainment (Burbank, CA)  
[rosewellentertainment.com](http://rosewellentertainment.com)

### **January 2012 – December 2021**

Creative Director & Show Writer  
 Backpack Creative (Los Angeles, CA)  
[backpackcreative.com](http://backpackcreative.com)  
*(formerly Granaroli Design & Entertainment)*

### **July 2008 – January 2012**

Freelance Technical & Creative Writer, Creative Director  
 On Track Themes & Granaroli Design & Entertainment  
[ontrackthemes.com](http://ontrackthemes.com)

### **July 2006 – June 2010**

Training/Theming Documentation Writer • Park Operations  
 Universal Orlando (Orlando, FL)  
[universalorlando.com](http://universalorlando.com)

### **May 1999 – June 2006**

Attractions Operator / Trainer / Theming Guru  
 Universal Orlando (Orlando, FL)  
[universalorlando.com](http://universalorlando.com)

## Key Skills

- Creative Writing/Direction/Charrettes/Collaboration
- Punch-Ups, Proofreading & Copy Editing
- Microsoft Office Suite (Word, Excel, PowerPoint)

## Education

### **University of Central Florida (Orlando, FL)**

- B.A., English (Creative Writing) (Class of 2000)

## **Select Design Projects**

### **SpongeBob's Crazy Carnival Ride**

Interactive Dark Ride • Circus Circus Las Vegas

- Opening from Sally Dark Rides
- Head Writer, Concept to Media Production (2022-2023)
- Creative consultant on final VO recording sessions

### **Doha Quest**

Indoor Theme Park • Doha, Qatar

- Concept to Design Development (2013 – 2018)
- Creative Director & Show Writer for GDE & Backpack Creative
- Treatments/scripts for most rides and attractions; retail/dining treatments; park walkthrough narratives; nomenclature development; project storykeeping

### **Warner Bros. World Abu Dhabi**

Indoor Theme Park • Abu Dhabi, UAE

- Concept to Design Development (2012 – 2017)
- Show Writer for GDE
- Treatments/scripts for several rides and attractions; retail/dining treatments; walkthrough narratives; nomenclature development

### **Hershey's Chocolate Tour Ride**

Brand Experience • Hershey's Chocolate World (Hershey, PA)

- Concept to Opening (2016)
- Creative Director / Show Writer for GDE
- Outline to script on major 2016 refresh of a beloved legacy attraction; remote and on-site creative direction; script supervisor for filmed live-action content.

### **Star Trek Jordan**

Multi-Attraction Experience Center • Red Sea Astrarium (Aqaba, Jordan)

- Concept to Design Development (2008 – 2012)
- Show Writer for GDE / Technical Writer for On Track Themes

### **Hershey's Create Your Own Candy Bar**

Brand Experience • Hershey's Chocolate World (Hershey, PA)

- Concept to Opening (2009 – 2010)
- Creative Director, Show Writer, Technical Writer for OTT
- Developed all interpretive signage content throughout attraction; revised walkthrough treatments and video scripts