

DAVID SILVERBERG

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What I've Done:

Apple Inc, Lead Specialist, Southlake, TX · 2012-current

Serve The Community. Serve The World.

- Create customer solutions for a digital ecosystem
- Sales, UX, brand ambassador, content strategy
- Guide internal training events, on-boarding
- Write team messaging strategy

SWOOP Agency UNT, Copywriter, Denton, TX · 2016

Always Be Thinking.

- Collaborate with account planners / project managers on campaign strategies and creative solutions
- Write, proofread and edit print / digital content
- Help develop themes for new web series at *Studio 5101*
- Work as content strategist to capture brand voice, establish schedules and deadlines

RoadTrip Nation, Roadie, Costa Mesa, CA · 2011

Define Your Own Road In Life.

- Brand ambassador, promote PBS documentary series and educational curriculum
- Communicate with universities, give talks about the RoadTrip Nation movement, recruit for season 10 of the documentary series
- Manage social media: Twitter, Facebook, blogs
- Survive driving across 23 states in a giant green RV with 10 strangers — crash course in friend making

Apple Inc, Creative, Irvine, CA · 2007-2011

Do More. Go Further. Learn Better.

- Communicate technology so it's easy to understand
- Instructional design coordinator, develop training material
- Write product workshop scripts
- Selected to help launch pilot program with Global Retail Training team

Where I Learn:

University of North Texas, Denton, TX · 2012-2016

Mayborn School of Journalism · Nationally Accredited

Journalism - Advertising Major · Philosophy Minor

Served on faculty selection committee · Sole student representative

Who I Am:

Someone who is constantly curious. New surroundings and experiences excite me. I like being around dynamic people, exchanging new ideas. With down time, I take my dog on adventures exploring around town. Musical instruments are my oldest pastime and video production is a growing hobby. I'm a forward thinker, with a drive for results to get the job done on time.

Why I'm Different:

- Thinks abstractly
- Strong presenter
- Skilled AP Style writer
- Multitasking champion
- Self-starter
- Clear communicator
- Flexible learner