

DAVID SILVERBERG

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What I Do:

Freelance Copywriter, San Francisco, CA · 2017-current

Do Work, Better.

- Write digital and print campaigns
- Create email and social media campaign strategy
- Blog writing, website copy, article writing
- Brand identity and content strategy

Apple, Creative / Expert, San Francisco, CA · 2007-current

Serve The Community. Change The World.

- Brand ambassador, sales, team leader
- Communicate technology so it's easy to understand
- Deliver product presentations
- Oversee training and development

SWOOP Agency UNT, Copywriter, Denton, TX · 2016

Always Be Thinking.

- Wrote, edited, proofread content for digital / print campaigns
- Collaborated with art directors to capture brand voice, worked on tight deadlines
- Brainstormed as a content strategist, developed themes for web series
- Partnered with planners and strategists to find creative solutions

RoadTrip Nation, Brand Ambassador, Costa Mesa, CA · 2011

Define Your Own Road In Life.

- Wrote blogs, managed social media: Twitter, Facebook
- Recruited for season 10 of the documentary series
- Gave talks about the RoadTrip Nation movement
- Survived driving across 23 states in a giant green RV with 10 strangers (crash course in friend making)

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 analysis committee · Sole student representative

Who I Am:

Someone who is intellectually curious. New surroundings and experiences excite me. I like being around different people, exchanging new ideas. With down time, I take my dog on adventures around town. Musical instruments are my oldest pastime and video production is a growing hobby. I'm a creative thinker with a passion to make it happen.

Why I Matter:

- Problem solver
- Strong presenter
- Skilled AP Style writer
- Multitasking champion
- Self-starter
- Clear communicator
- Flexible learner