

Joshua Silva

Copywriter

Summary

Highly motivated and result driven educator with 5+ years of experience creating effective instructional materials and engaging content. Excellent writer with the ability to create compelling, persuasive, and clear content. Bringing a strong background in writing with proficient editing and proofreading skills. Experienced with documentation tools including Microsoft Office Suite and basic programming languages such as HTML, CSS, Java, and C++. Passionate about the creative process and dedicated to delivering outstanding communication and marketing results.

Experience

Music Director and Guitar and Bass Teacher - Music Alley

October 2022 - Current

- Create educational materials and guides for music theory and instrument instruction, ensuring clarity and engagement
- Strategically plan, prepare, and lead group music lessons and band rehearsals
- Provide detailed feedback to enhance student musical proficiency

Substitute Teacher - Chino Valley Unified School District

February 2018 - Current

- Crafted educational study guides and materials, demonstrating expertise in creating clear and engaging written content.
- Developed and delivered lesson plans tailored to diverse audiences, showcasing adaptability and audience-focused writing.
- Produced and communicated instructional content across various subjects, ensuring clarity and engagement for different grade levels.
- Provided clear, concise instructions and explanations, honing skills in simplifying complex information for diverse audiences.

Private Tutor

September 2018 - Current

- Assessed student learning needs and provided personalized tutoring sessions, utilizing strong written communication to deliver tailored educational content.
- Simplified complex concepts into easy-to-understand explanations, demonstrating the ability to create clear and engaging copy.
- Developed supplementary learning materials and exercises, showcasing skills in content creation and instructional design.

Instructional Materials Attendant - Hacienda La Puente School District

January 2017-February 2018

- Developed and maintained a comprehensive inventory of instructional documentation, showcasing skills in content organization and management.
- Edited and updated user guides and training materials, demonstrating proficiency in creating clear, concise, and engaging written content.
- Collaborated with program leaders to gather requirements and craft tailored instructional content, highlighting strong communication and teamwork abilities.
- Ensured consistency and clarity of procedural documentation across various formats, ensuring high-quality and user-friendly content.

Client Service and Sales Representative – Bank of America

May 2012-January 2017

- Implemented persuasive strategies to effectively communicate financial products and services to clients to meet sales goals.
- Tailored messages and offers to meet the diverse needs of individual clients, based on a deep understanding of audience segmentation and targeting.
- Managed client relationships through proactive communication and personalized service, utilizing strong writing skills to address inquiries and resolve issues promptly.
- Utilized data-driven insights to optimize performance and enhance customer experience, contributing to increased sales and client retention rates

Education

California State University, Fullerton

Bachelor of Arts English, minor in Radio-TV-Film

January 2014

- Cume Laude

Skills

- Microsoft Office
- Basic coding for C++, Java, CSS, HTML
- Content writing
- Instructional Design
- User engagement strategies
- Communication : Written and Verbal
- Writing, editing, and proofreading