

MICHAEL ADAM WHIPPLE

COPY EDITOR | ESL INSTRUCTOR |
COMMUNICATION & MARKETING
SPECIALIST



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Hyogo Japan

About Me

Experienced ESL instructor and copy editor with over 24 years of teaching, editorial, and communication expertise. Recently expanded my professional skillset through advanced coursework in Digital Communications and Conflict Management, gaining hands-on experience with customer journey strategy, mediation, conflict resolution, and cross-channel communication planning. Adept at fostering collaborative environments, guiding diverse teams, and applying data-driven communication strategies to improve clarity, engagement, and outcomes.

Experience

Whipple American English School

ESL Instructor

June 2000 ~ December 2025 (current status with company is **employed**)

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Freelance Copy Editor

July 2018 ~ December 2025

Education

2023 ~

Ensign College
(currently enrolled)

- Digital Communication (Customer Journey Optimisation, Marketing Tech Stack, Attribution Models)
- Conflict Management (Mediation, Conflict Consulting, Team Dynamics, Resolution Strategies)

2022 - 2023

PathwayConnect

**Social Media
Marketing Certificate**

1989 - 1992

Cyprus High School

**High School
Diploma**

SKILL SETS

Core Skills

- Copy Editing & Proofreading
- Professional & Academic Writing
- ESL Instruction & Curriculum Development
- Translation & Localisation Support
- Student Preparation for TOEIC, TOEFL, and STEP/EIKEN Exams

Digital Communication & Marketing Skills

- Customer Journey Mapping & Optimisation
- Multi-Touch Attribution Modelling
- Marketing Technology Stack Integration
- Digital Channel Strategy (web, email, mobile, social)
- Data-Driven Journey Measurement & Reporting
- RFP Response Writing & Presentation Development
- Digital Interviewing & Pre-Recorded Interview Skills

Conflict Management & Mediation Skills

- Team Dynamics Analysis
- Conflict Identification & De-escalation Techniques
- Mediation & Neutral Facilitation Skills
- Bias Awareness & Fairness Auditing
- Conflict Consulting (research, diagnosis, and solution design)
- Nurturing and Unifying Intellectually Diverse Teams
- Selecting and Applying Appropriate Conflict Resolution Models

Professional Communication Skills

- Intercultural Communication
- Active Listening & Needs Analysis
- De-escalation & Empathic Communication
- Presentation Writing & Delivery
- Clear, Consistent UX and Instructional Communication

Tools & Technology

- Canva • Lucidchart • Microsoft Office Suite • Google Workspace
 - Adobe Creative Suite (fundamental experience)
 - LMS Platforms & Digital Classroom Tools
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