

# EVAN KANARAKIS

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## WRITER/EDITOR | CONTENT CREATOR | ENTREPRENEUR

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**Versatile multiplatform “creative” and brand builder with 20 years of diverse experience in the U.S. and Australia encompassing music, film, design and fashion.**

- Deadline-driven multi-tasker who thrives on creative brainstorming, innovation, and collaboration.
- Skilled at storytelling, strategic thinking, and SEO.
- Known for global perspective, vast knowledge of popular culture, open-mindedness, ethics, and intellectual curiosity.

## CORPORATE EXPERIENCE

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**TOMMY HILFIGER CORPORATION**, New York, NY

June 2013 – Present

**Senior Content Strategist** (2016 – Present), **Senior Copywriter** (2013 – 2016)

- Deliver strategy, conduct research, and create content related to capsules and campaigns for tommy.com, including ideation, editing, writing and monitoring engagement of company-wide initiatives.
- Manage SEO strategies for tommy.com in partnership with BrightEdge platform, internal marketing & eComm teams.
- Partner with Tommy Hilfiger global teams in scaling out content across markets, identifying key opportunities and trends, adapting content and the Tommy voice accordingly to what is relevant and on-brand.
- Execute brand, collection and product stories for Tommy Hilfiger’s ecommerce division in Men’s, Women’s, Children’s, Runway, Travel and Luxury Collections. Scope has included store signage and branding (company stores North America), marketing copy for tommy.com landing and product pages, special features, emails and subject lines, messaging on tommy.com to optimize user experience, print marketing, ‘Shop The Look’ editorials, proofreading and implementing general brand strategies into clear communications.
- Formulate strategy, research and content for *Tommy Adaptive*, an innovative new line of clothing committed to inclusive design and ease of dressing for individuals with disabilities.

### Key Achievements:

- Boosted YoY SEO revenue 87% YTD in 2019 to \$2.8 million, representing 26% of the overall tommy.com business across all channels.
- Enabled SEO gains in 2018 which included: 142% increase in organic keyword rankings (Google pages 1-10), 59% increase in ranking of keywords appearing on page 1 of Google results, 38% increase in click throughs, 16% increase in revenue from organic SEO.
- Created work featured in promotional campaigns, including TOMMYxLEWIS, TOMMYxZENDAYA, TOMMYxGIGI, the Rafael Nadal Flex & Icon Collection, the Zooey Deschanel Collection, Runway of Dreams, Pvilion, and seasonal runway and Fashion Week campaigns.
- Retained by company and promoted amidst restructuring of North America eComm team in 2016.

## WRITING/EDITING EXPERIENCE

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**THE WHITESPACE GROUP**, New York, NY

2015 – 2018

**Freelance Brand Consultant and Copywriter**

- Delivered creative copy and brand consulting for a diverse portfolio of clients from private aviation to home and interiors decor, working with clients to refine brand identity, pen press releases, product copy and assorted digital and marketing content.

### Key Projects:

- Wrote the new brand book for an international fashion retailer focused on activewear.
- Conceptual ideation and deliverables on company and campaign launch for a private jet charter service.

**SPARK STYLE + CULTURE** (Previously ‘Cocktail Culture Magazine’), New York, NY

2012 – 2017

**Principal Contributor**

- Wrote nearly 100 bar/restaurant and travel/lifestyle profiles, reviews and interviews. Profile on ‘The Best of Portland, Maine’ remains the magazine’s most popular article to date with 55,000+ ‘likes’.
- Tapped to write the website’s entire New York ‘City Guide’, an authoritative overview profiling each of Manhattan’s neighborhoods, along with notable tourist, restaurant and nightlife highlights.
- Worked closely with founder in collaborating on new strategy for magazine’s rebranding, incorporating comparative case studies of competition and publishing as well as hospitality industry trends to identify and target gaps in online media for coverage of particular cities.

**GAS CAN MAGAZINE**, New York, NY

2011 – Present

**Co-Founder/Editor/Contributor**

- Launched and led quarterly magazine offering long-form articles, essays and reviews of music and the music industry at-large.
- Steer magazine’s narrative into one focused on positive -but critically grounded- assessments of new work (i.e. ‘no bad reviews here’). Commission articles from a diverse team of freelancers. Curate each issue, copy edit, proofread, conceive story ideas, and promote the magazine via social media channels.

**THE CUD**, Sydney, Australia

2004 – Present

15-year-old online magazine whose voice and identity has been strategically curated into a now well-established monthly format of long-form articles, essays, opinion pieces, and short fiction and poetry on subjects across the spectrum.

**Co-Founder/Editor/Contributor**

- Commission articles from 70+ contributors. Compile issues, copy edit site wide, conceive and discuss story ideas with team of freelancers, and promote each issue via social media.
- Write *Ezy Reading*, a monthly column in publication since the magazine's first issue in 2004.

**THE BANGOR DAILY NEWS**, Bangor, ME

2004 – 2014

**Special Sections Writer**

- Contributed to over 50 'BDN Magazine', 'Special Section' and custom publications including *Marry ME*, *Maine Summer Preview*, *Maine Fall Preview*, *Maine Winter*, and trade-related supplements.
- Worked on trade supplements frequently mining data from previous campaigns and creating fact sheets to study past successes and trends.
- Identified new opportunities for market engagement in developing future strategy/advertorials.

**SEX, DRUGS & MUM IN THE FRONT ROW**, Sydney, Australia

2001 – 2003

**Author**

- Authored book of anecdotes from the Australian rock music industry drawing from in excess of 200 interviews with musicians and groups including – INXS, Silverchair, You Am I, Paul Kelly, Grinspoon, Powderfinger, Celibate Rifles, Choirboys, Frenzal Rhomb and The Angel – conducted over the course of two years.
- Conducted press tour across Australia and New Zealand and earned mentions in/on: *The Sydney Morning Herald*, *The Daily Telegraph*, *The Australian*, *The Age*, NZ Herald, Television: ABC TV, Network Ten Australia, Radio: Triple J Radio, ABC Radio National, FBi Sydney, Triple M (national).
- Lauded by critics for producing "The perfect and very funny reminder that the only payoff, for most bands, is the experience of having got up there and rocked." (*Drum Media*). The book was also cited for doing "... for the music industry what *He Died with a Falafel in His Hand* did for share houses" (*author Stuart Coupe*).

**ENTREPRENEURSHIP****DEVIL STREET DECKS**, Sydney, Australia & New York, NY

2010 – Present

Art-focused skateboard design company that has grown from 'one artist working out of a garage' into an internationally-recognized skateboard brand featuring a talented stable of 12 artists hailing from the U.S, Australia, Canada and the U.K, sponsoring a 'Devil Street' branded skate team, and selling over 1000 limited edition skateboards a year to customers the world over. Instagram @devilstreetdecks social media presence: 10,000+ followers.

**Founder/Artist**

- Handle every aspect of company operations: financial management and planning, graphic design of skateboard and apparel lines, management of skate team, manufacturing, branding and marketing campaigns.
- Recognize and keep ahead of industry-specific trends.
- Maintain blog and brand presence onsite and via social media channels.

**REVERB MUSIC**, Sydney, Australia

1999 – 2003

**Co-Founder/Band Manager & Agent/Promoter**

- Co-launched rock label, managing and representing over a dozen bands and solo artists. Notable artists from roster included Bluejuice, Appleseed, Fergus Brown, Bionic Beat Boy and Lino Cut.
- Collaborated with artists on critical transition from analog to digital content, planning, marketing and promoting tours and overseeing the release of in excess of twenty original album and compilation releases.

**EDUCATION****THE UNIVERSITY OF SYDNEY, ST. PAUL'S COLLEGE**, Sydney, Australia

1993 – 1998

Masters Degree (M.A.-Hist.), with Merit, concentration in U.S History  
Bachelor of Arts/Law (B.A, LLB). B.A, with Merit, in History (Arts)

**ADDITIONAL INFORMATION**

- *Film*: Co-wrote the 2009 film 'Redemption' which has screened in competition throughout the world, including the Academy Award accredited 2010 Palms Springs Shortsfest and 2010 Los Angeles Shorts Fest. One of 10 films invited to screen at Cinema Society of San Diego's 'Award Winning Short Film Night'. In 2011, Redemption was awarded a 'Special Jury REMI Award' at the 44th WorldFest Houston International Film Festival, and screened at the Las Vegas Film Festival where it was awarded a 'Golden Ace Award.' In addition, have written and/or directed over a dozen short films and music video clips. Two feature scripts are currently contracted to 18-month production options.
- *Additional Writing*: Over 50 short stories and poems in print and online.
- *Memberships*: Writer's Guild Australia, NSW Writer's Centre.
- *Languages*: Fluent in Greek.
- *Skills*: MS Office Suite, Adobe Marketing Cloud, BrightEdge, Google Analytics, Final Draft, Screaming Frog, Workfront, Basecamp, BigCommerce, JIRA, PIM CMS, Drupal, Audio Eye.
- Unashamed devotee of New England-area sports teams and music of the Seattle sound/grunge era.