

# Evan Kanarakis

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## Writer/Editor | Content Creator | Entrepreneur

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.

### Key Skills

MS Office Suites | Adobe Marketing Cloud | BrightEdge | Google Analytics | Final Draft | Screaming Frog | Workfront | Basecamp | BigCommerce | JIRA | PIM CMS | Drupal | Audio Eye

### Professional Experience

**Labelium, New York, NY** **2013 - Present**  
**Freelance SEO Content Writer, Digital & Content Strategy**  
Implement SEO strategy and craft compelling content to drive online visibility and increase engagement for several brands including, to date, Coach and Stuart Weitzman.

**Tommy Hilfiger Corporation, New York, NY** **2013 - 2023**  
**Copy Manager** **2018 - 2023**  
**Senior Content Strategist & SEO Manager** **2016 - 2018**  
**Senior Copywriter** **2013 - 2016**

Created content, delivered strategy and conducted research related to capsules and campaigns for tommy.com, including ideation, editing, writing and monitoring engagement of company-wide initiatives.

- Partnered with Tommy Hilfiger global teams in scaling out content across markets, identified key opportunities and trends, adapted content and the Tommy voice accordingly to what is relevant and on-brand.
- Executed 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.
- Formulated strategy, research and content for Tommy Adaptive, an innovative line of clothing committed to inclusive design and ease of dressing for individuals with disabilities.
- Headed the Tommy Hilfiger copy team, providing managerial leadership and mentorship to both a full-time and freelance team of writers. Fostered a collaborative environment that facilitated professional growth and development, resulting in a highly effective and cohesive copywriting team.
- Managed SEO content for tommy.com in partnership with BrightEdge platform, internal marketing & eComm teams.

### Key Achievements

- Established first in-house 'copy manual' style guide for Tommy Hilfiger, outlining every aspect of copy focuses across eComm.
- Launched series of featured Tommy 'brand guides' on tommy.com that contributed to +22% growth in YoY SEO revenue through 2023.
- Created work featured in promotional campaigns, including TOMMYxLEWIS, TOMMYxZENDAYA, TOMMYxGIGI, the Rafael Nadal Flex & Icon Collection, the Zoey 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, 2020 and 2022.

## Writing/Editing Experience

**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 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.

- Steered 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. Curated each issue, copied edited, proofread, conceived story ideas, and promoted the magazine via social media channels.

**THE CUD**, Sydney, Australia

**2004 - Present**

18-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. Compiled issues, copied edit site wide, conceived and discussed story ideas with team of freelancers, and promoted each issue via social media.
- Wrote 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 created 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 more than 200 interviews with musicians and groups including – INXS, Silver chair, You Am I, Paul Kelly, Grinspoon, Powder finger, 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. Combined @devilstreetdecks social media presence: 20,000+ followers.

### **Founder/Artist**

- Handled 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.
- Recognized and kept ahead of industry-specific trends.
- Maintained blog and brand presence onsite and via social media channels.

## **Education**

**Bachelor of Arts/Law (B.A, LLB). B.A, with Merit, in History (Arts)  
Master’s degree (M.A.-Hist.), with Merit, concentration in U.S History  
The University of Sydney, ST. Paul’s College, Sydney, Australia**

## **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 Shorts fest 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 World Fest 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.