

Evan Kanarakis

New York, NY 10019 | 207.902.0862 | evan@devilstreetdecks.com | <https://www.linkedin.com/in/evan-kanarakis/>

Writer/Editor | Content Creator | Entrepreneur

Versatile multiplatform creative and brand builder with 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.

Professional Experience

Cosmo5 (formerly Labelium), New York, NY **2023 - Present**

Freelance SEO Content & Digital Strategy Copywriter (Cross-Channel, AI-Enabled)

- Longstanding content resource working across the full client portfolio, including beauty, fashion and tech.
- Implement SEO strategy and craft compelling content to drive online visibility and increase engagement for several brands including, to date, Coach and Stuart Weitzman.

WhatIF Foods Singapore (remote from New York, NY) **2024**

Freelance Brand Consultant and Copywriter

Author US-based marketing materials (including website, email and social media content) as well as product descriptions, reviews and FAQ guides for the WhatIF Foods suite of food products.

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 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 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, 2020 and 2022.

Writing/Editorial 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

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

- Commissioned articles from 100+ contributors over twenty years. Compiled issues, copy edited 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.

Additional Experience

Devil Street Decks, Sydney, Australia & New York, NY

2010 - Present

Founder/Artist

Art-focused skateboard brand featuring 12 international artists. Manage all operations including brand strategy, graphic design, manufacturing, and social media presence (20K+ followers).

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

Key Skills

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