

# Evan Fowler

Content Writer



## PROFESSIONAL SUMMARY

Former journalist turned copywriter and aspiring content strategist. With over six years of experience in journalism, public relations, web content, and social media, I have a proven record of increasing brand recognition and user engagement through well-written and strategically-curated content. I am well versed in common SEO practices and have a passion for politics, travel, and technology.

[www.evanfowlerfreelance.com](http://www.evanfowlerfreelance.com)

## EXPERIENCE

**Freelance Content Writer**, San Francisco, CA *UX Content Writer | 2012-Present*  
Leveraging my experience in entertainment, PR, and technology, I create content that is engaging, informative, and SEO friendly. Recent projects include:  
[www.pr-dept.com](http://www.pr-dept.com) | [www.trine.la](http://www.trine.la)

**CruiseWise**, San Francisco, CA *UX Content Writer | 2011-2012*  
Worked closely with designers and engineers to produce content that was on-brand and a user experience that was engaging and visually appealing, including product copy, taglines, and email marketing templates. Wrote and edited a large number of articles and summaries relating to travel destinations, cruise ships, and nearly every aspect of the cruise industry. The company was purchased by TripAdvisor in 2012.

**h Monthly**, Los Angeles, CA *Staff Writer/Contributing Editor | 2008-2009*  
Covered events, including Sundance, Outfest, and the LA Film Festival. Wrote celebrity and industry profiles, and acted as editor and contributing writer of product features and reviews.

**Freelance Journalist**, Los Angeles, CA *Journalist | 2006-2008*  
Wrote entertainment industry profiles, product features, and reviews. Interviewed celebrities at such events as the MTV Movie Awards, The Independent Spirit Awards, and the CineVegas Film Festival. My work has appeared in the Hollywood Reporter, Los Angeles Confidential, HuffPost Impact, Creative Market, and more.

## EDUCATION

**Loyola Marymount University**, Los Angeles, CA  
B.A. History & European Studies  
*Emphasis on Research and Long-Form Writing.*

## OTHER

**New York Life Insurance**, New York, NY *Documentary Writer/Narrator | 2009*  
Wrote and narrated a documentary feature about life in Northern India. Paired with Dil Se, a nonprofit organization of medical volunteers, set up mobile pharmacies, and interviewed locals.

## CONTACT

**ADDRESS**  
San Francisco, CA

**PHONE**  
415.635.1451

**E-MAIL**  
[evan.fowler@gmail.com](mailto:evan.fowler@gmail.com)

## PROFFESIONAL SKILLS

Copywriting  
Copyediting  
Web Content  
Social Media  
Interviews  
Press Releases  
Product Features  
SEO

## TECHNICAL SKILLS

Microsoft Word/Excel  
Google Docs/Sheets  
Google Analytics  
Hootsuite  
MailChimp  
Salesforce  
Sabre  
Wordpress  
Photoshop  
HTML  
CSS