

EVAN ELLIOT

WRITER / EDITOR / TEACHER

WHAT I DO

Give voice to your vision.

WHERE I DO IT

Websites, catalogs, emails, store signs, print ads, blog posts, social media, banner ads, brochures, annual reports, press releases, packaging, video scripts, articles, books, smartphones, colleges, companies.

STAFF

Copy Director, Haggin Marketing/SolutionSet, San Francisco (1998–2001, 2006–2008). Found, hired, and led freelance writers and editors. Worked with writers, designers, and marketing managers to create brand platforms, catalogs, and web sites for L.L. Bean, American Express, Dell, and Boudin Bakery.

Copy Director, J. Crew catalog, New York (1993). Set copy direction, led the writing team, and helped produce a new catalog every three weeks.

Copy Director, Smith & Hawken Ltd., Mill Valley (1989–1991). Defined and nurtured the Smith & Hawken voice in all three catalogs: gardening, clothing, furniture.

FREELANCE (1994–1997, 2002–2006, 2008–present)

- For J. Peterman, wrote stories about jodhpur boots, leather armchairs, and the sound of sandwashed silk.
- For Talbots, overhauled the brand voice and then set a new course in branding and copy.
- For Design Within Reach, conceived the “More is Less” sale campaign.
- For Red Envelope, conceived, pitched, and executed the “Because” campaign.
- For La Casa de las Madres, conceived, pitched, and produced the “Your life. Your call.” campaign.

Other clients past and present: Patagonia, Coach, Restoration Hardware, Ralph Lauren, Sony, Intel, Gap, Home Depot, McAfee, Pottery Barn, Amazon, Cost Plus, Rodale’s, Peet’s Coffee & Tea, Cognac Hennessy, Mountain Travel Sobek, Dunhill, Banana Republic, David Brower Center, Tides Foundation.

BOOKS

Sole author, from concept through completion: *Old World New: Family Meals from the Heart of Genoa* for M3 Media. As contributor and editor: *Weber’s Art of the Grill* (bestseller) for Chronicle Books and *Western Landscaping Book* (bestseller), *Low-Maintenance Gardening*, and *Southern Living Landscape Book* for Sunset Books.

TEACHING

U.C. Berkeley Haas School of Business (2011–present) and University of San Francisco (2001–present). Teach business communication and rhetoric to students who soon learn that verbs rule, that details sing, and that only stories stick. Also review submissions to the *California Management Review*.

EDUCATION

M.A., Creative Nonfiction Writing, University of Iowa

Stanford Professional Publishing Course

B.A., English, Santa Clara University