

# Evan L. Brooks

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Portfolio: [evanbrookswriting.com](http://evanbrookswriting.com)

## Objective

Experienced copywriter seeking to secure a long-term career position in marketing or relative writing/editing capacity which offers stability, benefits, and growth.

## Directly Related Experience

Jan. 2023 – Present

### **Belkin Intl. - El Segundo, California** **DIGITAL COPYWRITER, E-COMMERCE**

- Employing best practices for SEO to enhance product visibility on Amazon using tools such as Helium 10, Amazon Analytics, Atlas, and Beacon.
- Crafting and optimizing persuasive copy, including titles, bullet point features, and long descriptions, to maximize product discoverability and conversion rates.
- Utilizing project management tools such as Jira and Workfront to coordinate with cross-functional teams, ensuring streamlined workflows and timely execution of tasks.
- Analyzing year-over-year and period-over-period data to evaluate the organic traffic performance by keywords, providing valuable insights to drive strategic decision-making.
- *(additional)* Hosting engaging live streams on Amazon at Belkin's studio, discussing deals, showcasing top-sellers, and providing valuable insights to the audience.
- *(additional)* Periodically serving as a brand model, contributing to the visual representation and promotion of Belkin's products.

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**Oct. 2016 – Dec. 2022**

### **Best Choice Products - Tustin, California** **COPYWRITER/EDITOR**

- Crafted creative copy for diverse product types on major e-commerce platforms (Amazon, Walmart, Target, eBay, Rakuten, etc.), company emails, and across social media channels (Facebook, Twitter, Instagram, TikTok), blogs, and imagery.
- Maintained a consistent yet adaptable brand voice across a vast product catalog.
- Demonstrated attention to detail, managing content uploads through platforms like Channel Advisor, Salsify, and Amazon Seller Central via Microsoft Excel files.
- Oversaw copywriters' production, providing proofreading/editing for a final 'OK' before publication.
- Assumed light managerial duties, contributing to the interview process for new hires.

**April 2022 – Present**

### **Performance Media Marketing (Remote** **Freelance Copywriting)**

- Working with various clients across the United States in fields ranging from Home Healthcare to Carpet Cleaning and more, helping to create and/or edit their websites.
- Required to call each client to schedule a content meeting, hold the aforementioned meeting, and write content for their website, aligning with the vision they have conveyed to me.
- Once the written content is complete, I send it to the Graphic Design team for website construction.

**Feb. 2021 – April 2022**

### **Tunnel Vision Sports - Detroit, Michigan** **SPORTS JOURNALIST (Remote Internship)**

- Utilized the emphasis of my undergraduate degree in viewing and reporting on various sporting events, as well as positive news in the world of sports that took place off the court, field, etc.
- Duties included viewing games, matches, etc., attending online press conferences, writing articles to

recap each respective event/media session, composing headlines to effectively draw the attention of web surfers, and performing in a deadline-driven environment.

## **Education**

### **Chadron State College, Chadron, Nebraska – Graduated May, 2016 – Bachelor of Arts in Communications + Journalism Minor**

#### **Journalism Internship:**

Interned for the Spring 2016 semester at the college newspaper “The Eagle.” Primary work was as a reporter, **writing and copyediting**. I additionally worked as a photographer and had the opportunity to do some radio sports broadcasting with strong compliments about my on-air performance, including being referred to as “a natural” by the lead radio personality.

NOTE: I worked voluntarily with Eagle Newspaper for the previous two school years.

#### **Scholastic Accomplishments:**

- Graduated with 3.0 Cumulative GPA
- Division II Basketball Player, Shooting Guard--Athletic Scholarship
- 3x Chadron State College Athlete of the Week
- 1x Nebraska State Division II Athlete of the Week
- 2<sup>nd</sup> Team All-Nebraska Division II, Senior Year

### **Colony High School, Ontario, California – Graduated May 2010 - Diploma**

#### **Scholastic Accomplishments:**

- JV and Varsity Basketball 4 years; Team Captain
- 2<sup>nd</sup> Team All-CIF, Junior Year – 1<sup>st</sup> Team All-CIF, Senior Year
- Voted Most Outstanding Male Student-Athlete, Senior Year
- MVP Mt. Baldy League, Senior Year

## **Additional Noteworthy Experience**

Experienced in **sports journalism** with a specialization in basketball-related content, though adept at covering various sports and newsworthy events. Demonstrates a high level of expertise in grammar, punctuation, and sentence structure.

Computer Literate: Word, Excel, PowerPoint, Outlook, Jira, Workfront, Amazon Vendor Central, Beacon, Atlas, Salsify, Channel Advisor, HTML formatting, Salesforce

**References available upon request**