

WHAT I DO

Writing and Editing: Hatch ideas. Help writers. Sell things. Banish hooley.

Teaching: Encourage students to read with care, write with passion, and revise with discipline.

WHERE I DO IT

Catalogs, web sites, brochures, annual reports, marketing strategies, video scripts, press releases, store signs, print ads, colleges, companies.

STAFF HISTORY

Copy Director, SolutionSet/Haggin Marketing, San Francisco (9/98–2/01, 6/06–11/08).

In charge of all words produced by the Gold Team at this leading multichannel agency, I worked with writers, designers, and account managers to create concepts, catalogs, and collateral for the likes of L.L. Bean, Sunglass Hut, Boudin, and Bare Necessities.

Copy Director, J. Crew catalog, New York (1/93–12/93). Wrote display copy, edited all product copy, produced and maintained tight schedules, and managed a staff of three.

Copy Director, Smith & Hawken Ltd., Mill Valley (5/89–7/90, 5/92–12/92). Edited and/or wrote all text in all Smith & Hawken catalogs (gardening, clothing, furniture).

Account Executive, Ketchum Public Relations, Sunnyvale (10/87–4/89). Edited, wrote, and placed magazine articles; wrote and edited press releases; positioned products.

Editor, Intel Corporation, Santa Clara (8/84–9/87). Edited the *Intel Technology Journal*.

FREELANCE HISTORY (1/94–8/98, 3/01–2/06, 11/08–present)

Concepts and copy: J. Peterman, Restoration Hardware, Patagonia, Talbots, Gap, Happy Cog, Design Within Reach, Home Depot, Mountain Travel Sobek, Peet's, Kirshenbaum Bond (collateral, print ads, and video scripts for Paul Stuart, Coach, Cognac Hennessy).

Journalism: I write the food-and-wine pairings column, plus occasional feature stories, in *Edible San Francisco* magazine.

Book Writing and Editing: *Weber's Art of the Grill* for Chronicle Books and *Western Landscape Book, Low-Maintenance Gardening,* and *Southern Living Landscape Book* for Sunset Books.

TEACHING HISTORY

University of San Francisco and U.C. Berkeley (1/02–present).

Teach persuasive writing, business writing, and creative nonfiction writing, with an emphasis on nouns, verbs, similes, and metaphors.

The Tides Foundation (1/01–3/06). A three-part seminar called "The Elements of Commercial Writing," plus custom-made writing workshops for nonprofit groups.

University of Iowa (8/91–5/92). Upper-division workshop in the personal essay.

EDUCATION

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

Stanford Professional Publishing Course

B. A., English, Santa Clara University

EVAN ELLIOT
Writer, Editor, Teacher