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Senior Copywriter | Content Strategist

BRAND STORYTELLING & VOICE | CREATIVE & EDITORIAL MANAGEMENT

Career Snapshot

Award-winning Senior Copywriter and Content Strategist with over 10 years of experience developing brand-aligned, performance-driven content across web, email, social, and editorial channels. Translates complex ideas into clear, engaging messaging for B2B and B2C audiences. Experienced in UX and SEO copywriting, as well as cross-functional collaboration with design, production, and marketing teams in fully remote and in-office environments.

Core Skills

Copywriting & Copy Editing • Strategic Messaging & Brand Positioning
Team Leadership & Editorial Management • AI/LLM Content Pipelines
Film/Video Scriptwriting • Brand Voice & Strategy • Thought Leadership
SEO & GEO Copywriting & Optimization • UX Writing • Full-Funnel Marketing

Awards

AMCP MarCom Platinum Award Winner, 2022 – Spectrum Reach, *The Pulse* Digital Magazine

ICSC MAXI Award Gold Winner, 2018 – Westfield Corporation, Beauty & Balance Campaign

ICSC MAXI Award Gold Winner, 2017 – Westfield Corporation, Holiday Hub Campaign

Professional Experience

Spectrum Reach | Murfreesboro, TN (Remote) | Sept 2021 – Dec 2025

Senior Copywriter

- Wrote and edited B2B web copy, UX copy, case studies, email campaigns, award-winning internal communications, presentations, and social media content for brand marketing campaigns, consistently meeting sales team KPIs.
- Partnered with SEO, UX, and production experts to support a company-wide website refresh, contributing site-wide copy and content structure; project delivered on schedule.

- Collaborated cross-functionally with brand, marketing, sales, and leadership teams in a fully remote environment.
- Integrated proprietary AI platform into content production workflows, decreasing turnaround time 10%.

Westfield Corporation | Century City, CA | Sept 2014 – Aug 2019

Digital Marketing Manager

- Led B2C content strategy and copywriting for digital marketing campaigns (web, digital, social) across 32 U.S. shopping centers, producing a measurable increase in foot traffic.
- Directed email marketing strategy, analytics, and execution, optimizing engagement and increasing click-through 25%.
- Oversaw content production and partnered with development teams on a company-wide website relaunch.
- Developed award-winning campaigns recognized by industry groups for brand storytelling and digital execution.

Earlier Roles

Heritage Group – Marketing & Content Director – Long-form copy, editorial team management.

Metabolic Institute of America – Marketing Director – Medical and educational writing; Facebook marketing.

Interscope/Geffen/A&M Records – Digital Content & Product Manager – Digital marketing, Facebook marketing.

Zoic Studios – Internal Brand Manager – VFX thought leadership, blogging.

Employment Crossing – Lead Copywriter – YouTube marketing, video writing & production.

Professional Interactive Entertainment – Head Writer/Senior Editor – Video game/esports journalism; video scripting and production.

Technical Skills

Social Media Marketing: LinkedIn, Facebook, Twitter/X, Instagram, YouTube, Tumblr, Hootsuite.

CMS Platforms: WordPress, Adobe Experience Manager.

Marketing & Analytics: Google Analytics, Google Trends.

Content & Creative: Adobe Creative Suite, Google Workspace, Apple iWork, Final Draft.

Education

Clarion West Writers Workshop | Program Graduate | Seattle, WA

University of California Los Angeles (UCLA) | Bachelor of Arts | Westwood, CA