

# Evan Quarnstrom

[evanquarnstrom.com](http://evanquarnstrom.com) | 831.535.9834 | [evanquarnstrom@gmail.com](mailto:evanquarnstrom@gmail.com) | San Francisco, CA | [LinkedIn](#)

## Journalist & Communications Manager

Multilingual journalist & communications leader with on-the-ground reporting experience in 6 continents; journalist at Paris 2024 Olympics; standout media performance at Tokyo 2020.

[View portfolio.](#)

---

## EXPERIENCE

### The Inertia - Senior Reporter

Digital media site focused on surfing, outdoor sports & the environment.

FEB 2026 - PRESENT

- Identify, write & edit daily news stories, long-form features & op-eds, driving **>1M monthly visits**.
- Led investigations, carried out public records requests & cultivated sources to break stories & hold private & public sectors accountable.
- Interviewed sources & stakeholders in Spanish & Portuguese.

### Self-employed - Journalist

Clients include: SF Standard, Santa Cruz Local, Lookout Santa Cruz, Surfer Magazine, Stab Mag, et al.

OCT 2021 - PRESENT

- Executed stories across **6** continents by identifying narratives that exceeded targets of **>300k viewership/article**; includes on-site coverage of 2024 Olympics.
- Led government investigations, reviewing public records & interviewing key stakeholders to increase transparency.
- Curated, edited & designed a published memoir, overseeing creative design & distribution; 2nd-best-selling memoir of 2025 at Bookshop Santa Cruz.

### International Surfing Association - Marketing & Media Manager

The nonprofit Olympic federation that governs surfing.

OCT 2015 - OCT 2021

- Managed marketing budget of **>\$500k/yr**, led media teams of **20+**; achieved **top-50%** media impact among Tokyo 2020 sports.
- Led global marketing across digital growing social platforms (FB **+80%**, IG **+800%**) & driving **>1M** visits to event web pages.
- Designed & launched new website & custom content distribution system that grew brand presence & global partnerships.
- Directed press relations/handled media inquiries in English & Spanish, resulted in **11k+** articles during Olympic window.

### International Surfing Association - Marketing & Media Coordinator

MAR 2015 - OCT 2015

- Led digital media strategy, collaborated with athletes & creatives to shape brand storytelling.
-

## SKILLS

**Languages** - Fluent Spanish, Portuguese, French

**Digital** - Adobe Suite (Photoshop, Lightroom, Premiere), WordPress, Google Analytics, Microsoft Office Suite

**Storytelling** - Video production, long-form features, daily news, newsletters, scripts, blogs, web, social, email, press releases, SEO/AEO, brand voice

---

## EDUCATION

**San Diego State University** - *B.A. International Business* | Aug 2010 - Dec 2014

Summa cum laude, degree emphasis in Spanish & Latam, President of Italian language club

**Universidad de Valparaíso** - *B.A. International Business* | Viña del Mar, Chile | Mar 2014 - Dec 2014

One-year 'dual degree' program; completed 10 business courses in Spanish