

Donna Scoggins - Writer
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I've been writing professionally for 20+ years, but I've been fascinated by words and their impact nearly all my life. I'm happy to say I've been fortunate to work steadily as a freelancer (and periodically full-time), for clients that include: Neiman Marcus, Pier 1, Mary Kay Inc., American Airlines and J.C. Penney—to name a few.

Along with co-creating marketing campaigns, I've written taglines, brand and product positioning copy, website and social media content, advertorials and promotional email. I've also spent a good portion of my time crafting fashion and travel editorials, as well as writing extensively for world-renowned cosmetic companies. My career highlights include singlehandedly writing the 2011 Neiman Marcus Christmas catalog, and co-writing two songs—one of which was turned into a holiday jingle for Galleria Dallas.

I specialize in writing copy that informs, induces sales and always enhances the brand. That's the technical spin. More simply put, I am energized by the challenge of creating lasting, meaningful messaging using as few words as possible.

I am currently open to considering creative opportunities where I can utilize my persuasive communication skills to help define and achieve the objectives of my client/partner. You can view a portion of my portfolio by visiting my professional website, listed above.

Clients:

Pier 1	J.C. Penney
Neiman Marcus	American Airlines
M&M Mars	Galleria Dallas
Lexus	Cantoni
INTRAV	Exclusive Resorts
Mary Kay Inc.	Arcis Golf
Lillian Vernon	Idea Works Global
Sewell Automotive	Coldwater Creek

WORK

Current and Recent Clients (2015 – 2017)

Heart of Fashion, a private fashion production company based in Houston that “raises spirits, awareness and money for causes supported by Texas Legacy Foundation.” I conceived the tagline **For Art. For Good.™**. I continue to help the brand grow and evolve. In 2016, in addition to writing, I served as Director of Content and Social Media.

Arcis Golf is 2nd largest owner/operator of golf facilities in the U.S. I write marketing collateral and email promotions to increase membership and promote the lifestyle found at the company's 60+ clubs, including Cowboys Golf Club, in Irving, Texas.

At **Sewell Automotive**, I write marketing collateral, landing page copy and print ads for a number of Sewell's luxury automotive brands, including Audi, Lexus and Maserati.

Lillian Vernon, I was sought out to help this personalized products company re-brand by writing catalog copy and product descriptions. First assignment—a 76-page Christmas catalog (2016). I also co-created the new tagline: **Celebrating you since 1951.**

Idea Works Global, I serve as a Creative Director and ongoing writer for this boutique marketing and brand-development firm that focuses on strategic partnerships between heritage brands, including Federation of International Polo and Bombardier Aerospace. I co-created the copy that appears on the IWG website, as well as the tagline: **Representing the world's most coveted brands.**

Mary Kay Inc. (2014 – 2015)

Helped create and define the brand identity for new products launched by this multibillion-dollar global skin care and cosmetics company

Neiman Marcus (ongoing, since 2004)

Worked steadily for Neiman Marcus' award-winning publication, *the book*, where I was responsible for writing *the beauty book*; travel advertorials for brands such as INTRAV, Exclusive Resorts and Crystal Cruises; fashion editorials for ladies and men's designers. Additionally, I was hired to write both email and ecommerce content for **lastcall.com**, as well as the legendary Christmas Book (2011).

American Airlines (2012 - 2013)

Crafted email blasts, destination market pages and rewards program copy for AA and AAVacations.

Pier 1 (2011 – 2015)

Helped rebrand this retailer's ecommerce site writing whimsical yet informative product copy and landing pages.

J.C. Penney/Home (May '09 – May '10)

Wrote, proofed, and helped create concepts for catalogs & mailers. During my tenure, we launched collections for Cindy Crawford and Ralph Lauren Home—both of which became enormously successful.

Freelance writer (Beginning June 1995)

Sold the first thing I'd ever submitted to *Cosmopolitan* magazine and became a published freelance writer with "Is the Model's Life For You?" (December '95). I then began to write travel, fashion and fitness stories for smaller, local publications, and interviewed the likes of NHL Hall of Fame player Mike Modano, actress Angie Harmon and former Dallas Cowboy Darryl Johnston for profile pieces.

Recognizing my talent as an articulate and concise wordsmith, I began work as a copywriter after landing a 32-page catalog job for Sam's Club. **To date, for the clients listed above, and others, I have written:**

- Brand positioning, product descriptions and SEO-based website copy
- Business collateral, including marketing brochures, sales letters, invitations and press kits
- Travel, fashion, beauty and luxury consumer editorials and advertorials
- Newspaper editorials and print ads
- Celebrity profiles & bios
- Taglines & jingles

OF NOTE

I've been involved in the business of fashion for 25+ years—once as a model, then in sales and design, and finally as a writer. I co-owned and created Chevalier Equestrian Apparel, a fashion-forward line of T-shirts for English and Western riding enthusiasts.

I was admitted to the prestigious USC Entrepreneur Program, by graduate professor Dr. Bill Crookston, solely on the merit of my efforts towards branding, sourcing and manufacturing a unique ladies' accessory item—Snag Free Hosiery Gloves™.