**Donna Scoggins - Writer**

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**I’ve been writing professionally for 24+ years,** but I’ve been fascinated by words and their impact nearly all my life. I sold the first thing I ever submitted via a query letter to *Cosmopolitan* magazine and became a published writer in December 1995.

**As a copywriter, I create copy that informs, induces sales and always enhances the brand.** That’s the technical spin. Simply put, I am energized by the challenge of creating lasting, meaningful messaging using as few words as possible.

**Along with creating marketing campaigns, taglines, brand and product positioning copy, website and social media content, advertorials and editorials,** I’ve also spent a good portion of my time writing in language that speaks to the luxury consumer, in the areas of fashion, travel, and beauty.

**Career Highlights:**

* Singlehandedly wrote the 2011 Neiman Marcus Christmas catalog
* Co-wrote two songs (though I can’t play or sing a lick)
* Became a ghost writer in 2019 when I was hired to write a private memoir

**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.** View

a portion of my portfolio by visiting my professional website, listed above.

**Clients:**

Neiman Marcus Idea Works Global

Zale Corporation/Piercing Pagoda American Airlines

M&M Mars/Ethel M Galleria Dallas

Lexus Cantoni

INTRAV Exclusive Resorts

Mary Kay Inc. Arcis Golf

Lillian Vernon J.C. Penney

Sewell Automotive Coldwater Creek

Varsity Brands Fenwick Publishing

*Paper City Cosmopolitan*

**WORK**

**(2010 - 2020)**

**Idea Works Global:** I currently serve as a Creative Director andSenior Writer for this boutique marketing and brand-development firm that focuses on strategic partnerships between heritage brands. I wrote the copy that appears on the IWG website and coined the tagline: **Representing the world’s most coveted brands.**

**(2019)**

**Fenwick Publishing:** Served as ghost writer working on a private memoir for a prominent Houstonian for this boutique publishing house known for developing high-quality books documenting the life of extraordinary individuals and companies.

**Varsity:** Served as Copywriter for the 2020 All Star catalogue for this leader in competitive cheerleading.

**(2018)**

**Piercing Pagoda:** Helped explore new copy angles for rebranding this kiosk and online jewelry store from Zales.

**Arcis Golf:** Wrote marketing collateral and email promotions to increase membership and promote the lifestyle found at the company’s 60+ country clubs; Arcis is the second largest operator of golf facilities in the U.S.

**(2015 – 2018)**

**Heart of Fashion**: Served as Senior Writer and Social Media Dir. for this private fashion production company based

in Houston created to “raise spirits, awareness and money for causes supported by Texas Legacy Foundation.” I conceived the tagline **For Art. For Good.™**

**Sewell Automotive:** Wrote 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 tohelp this personalized products company re-brand bywriting catalog copy and product descriptions. First assignment—a 76-page Christmas catalog (2016). I also co-created the new tagline: **Celebrating you since 1951.**

**(2014 – 2015)**

**Mary Kay Inc:** Helped create and define the brand identity for new products launched by this multibillion-dollar global skin care and cosmetics company.

**(2011 – 2015)**

**Pier 1:** Helped rebrand this global home décor retailer’s ecommerce site writing whimsical yet informative product copy and landing pages.

**Cantoni:** Wrote e-newsletters for this high-end modern furniture and design studio based in Addison, Texas, by interviewing interior design professionals, clients, and brands to highlight emerging trends and thus boost sales.

**(2004 - 2011)**

**Neiman Marcus:** Worked steadily for Neiman Marcus’ award-winning publication, *the book,* whereI was responsible for writing *the beauty book*; travel advertorials for brands such as INTRAV, Exclusive Resorts, and Crystal Cruises; and 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 solely pen the legendary Christmas Book.

**(2010 - 2012)**

**American Airlines:** Crafted email blasts, destination market pages and rewards program copy for AA and AAVacations using SEO best-practices.

**J.C. Penney/Home:** Wrote, proofed, and helped create concepts for Home division catalogs & mailers. During my tenure at JCP, we successfully launched collections for Cindy Crawford and Ralph Lauren Home.

**Freelance writer (June 1995)**

Became a published freelance writer with “Is the Model’s Life For You?” (*Cosmopolitan*, 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.

**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™.