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[writer]

214-683-0000

donnascogginswriter.com

Donna Scoggins

Freelance Copywriter, Ghostwriter, Blogger, Brand Identity Collaborator, Website Content Creator, Storyteller

Career Summary

DEC 1995 TO PRESENT

Professional Copywriter

Neiman Marcus

Pier 1

American Airlines

Lillian Vernon

Sewell Automotive

Arcis Golf

Exclusive Resorts

Varsity Brands

Cantoni

JCPenney

Served as ongoing freelance copywriter for many renowned retail and luxury brands, creating experiences and conversion through the power of words.

I write brand identity copy, website content, marketing campaigns, Enewsletters, blogs, email marketing, product descriptions, catalogs, SEO, taglines and social media content.

Creative Director & Senior Copywriter

Idea Works Global

Heart of Fashion

Mary Kay

Ongoing, I serve as Senior Writer and Co-Creative Director at Idea Works Global, a boutique marketing and brand development firm focused on strategic partnerships between luxury brands to reach ultra affluent consumers.

2015 - 2017 Senior Writer and Social Media Director for Heart of Fashion, Houston

2014 Senior Copywriter in Brand Development at Global Headquarters for Mary Kay

Editorial & Ghost Writer

Paper City

Dallas Morning News

Cosmopolitan

"the book"

Fenwick Publishing

First published in "Cosmo" in 1995, launching my career as a professional wordsmith. My path is ever-evolving. In 2019, I was hired as a ghost writer to craft a private personal memoir for a prominent individual. I look forward to helping others tell their story in addition to copywriting.

Professional References

Charles Ward, Founder
Idea Works Global

214-995-5584

Timothy Connolly, Publisher
Fenwick Publishing Group

206-375-0119