Ginger Bellamy
gingerbellamy@gmail.com
214-762-2864
gingerbellamy.com

Writer | Editor | Creative Strategist

Able to write, read and edit absolutely anything. Extensive and diverse experience writing for national brands across multiple media. Skilled in impactful copywriting to increase views, creative messaging to inspire action and converting consumer interest into sales. Strategic and creative advertising writer.

- Excellent written and verbal communication
- Ability to understand, evaluate and translate complex messaging
- Flair for words and a talent for elegance
- Instinctual insights into the consumer mindset and interests
- Easily implements brand guidelines into campaigns and collateral
- Holistic view of written, visual and other aspects of brand communication
- Relentless attention to detail and precision without sacrificing style

Experience

Freelance Writer/Editor, Dallas, Texas   **May 2009 – Present**
Write, develop brand voice and craft creative campaigns for a variety of clients including magazines, beauty brands and restaurants.
- Develop concepts, themes, product names and other core aspects of brand launch and other sales campaigns
- Write and edit site, email and social content, print, banners and video scripts
- Edited exclusive donor publication, *Artifacts*, for the Dallas Museum of Art
- Contributed and copy edited for *Dallas Hotel Magazine* and *Denver Hotel Magazine*
- Wrote for *The Land Report*, a national quarterly magazine, including profiles and top 100 lists
- Developed marketing for major retailers, as well as academic virtual education companies

Bluemercury, Washington, D.C.   **April 2019 – October 2020**
Freelance Writer
Developed company voice, brand messaging and marketing strategy with a focus on meaningful and profitable online campaigns and customer engagements
- Collaborated with cross-functional stakeholders to understand and interpret marketing goals
- Conceptualized and created campaigns to portray an omnichannel narrative
- Developed copy in several voices to suit brand and audience, including consumer-facing messages positioned as messages from the CEO
- Ensured copy accuracy and message, supportive of the strategic goals of the project, and crafted consistently within Bluemercury's style guidelines
- Successfully presented creative marketing through storytelling alongside art and photography
- Participated in the evolution of brand personality and positioning
- Contributed to the daily execution of the workload, writing copy for marketing emails, in-store collateral, website content, marketing and press events, and social channels
- Crafted corporate and CEO responses to the crises of 2020, including systemic racism and COVID-19

Pier 1 Imports, Fort Worth, Texas   **January 2013 – December 2016**
Senior Writer
Developed brand voice and strategy to produce original and inspiring copy for print, online and in stores
- Managed monthly retail mailers and editorial content from initial concept to final production

- Wrote retail mailers, online editorials and product descriptions, packaging, signage and special projects, including the in-store furniture guide and holiday guide
- Collaborated with creative directors, art directors and designers to develop visually engaging advertising
- Worked closely with creative, marketing, production and merchant teams to inspire our customers
- Trained new hires and supervised freelance writers contributing to all of our marketing initiatives
- Volunteered in company charities: The Clothing Closet, Meals on Wheels and The United Way

JC Penney, Plano, Texas   **October 2009 – October 2010**
Wrote direct mail, newspaper inserts, credit marketing and product descriptions, as well as Sephora in-store projects
- Worked with creative teams and multiple merchant divisions to produce compelling content
- Participated in weekly advertising and marketing meetings, including executive reviews
- Performed cross-functional graphic design using Photoshop and InDesign

Neiman Marcus Dallas, Texas   **January 2004 – May 2009**
Editor
Edited and wrote Neiman Marcus nationwide advertising including magazine, newspaper, online, direct mail and billboard, as well as the InCircle exclusive publications
- Edited all issues of the award-winning magalog, *the book*; served as the editing team's managing editor for select issues of *the book* and its companion piece, *the addition.* Issues included the first "green" edition of the book and the NM 100th Anniversary issue of *the addition*
- Edited writers and celebrities for guest essays and feature-length pieces. Celebrity guest-essayists have included Ali McGraw, Dame Edna and Bernadette Peters and designers Michael Kors, Giorgio Armani and Valentino
- Wrote Beauty Event product description and accompanying collateral; edited and rewrote all beauty brands mailings from Clinique, Lancôme, Laura Mercier, CHANEL, Vera Wang, Tom Ford, Prada and more
- Edited, wrote and archived vendor-produced advertising, store-provided letters and invitations for special appearances, trunk shows and promotional events
- Supervised freelancers and collaborated with art, copy and production teams

Additional Qualifications

- Excellent written and verbal communication, time-management and leadership skills
- Proficient in several style guides; quick to pick up style, voice and audience
- Comply with legal requirements, including trademark and copyright issues
- Remain consistent throughout collateral, while mindful of customer base and trends
- Tech savvy; computer expertise on an array of devices, software and CMS platforms
- Trained in Adobe Creative Suite: InDesign, InCopy, Photoshop and Microsoft Word, Excel and PowerPoint
- Highly creative, either working independently or as part of a team
- Proven ability to work on a variety of projects simultaneously
- Deadline-oriented and able to work under pressure; organized with an attention to detail

Education

University of North Texas
Master of Arts in English and **Bachelor of Arts** in English
- Shakespeare Studies, Cambridge University, England
- Irish Literature Studies, Ireland
- Great Books of the Western World Program