Felicia Feaster

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EDUCATION

M.A. Film Studies, Emory University

B.A. Film Studies, The University of Florida

EMPLOYMENT

**Scripps Networks Interactive (HGTV, Travel Channel, DIY Network)**

2012-Present

**Managing Editor**

Skilled editor and writer in the lifestyle, design and travel categories supervising up to 16 freelance and staff writers, commissioning and editing content, managing multiple budgets, contracts and releases and editorial calendars on TravelChannel.com, DIYNetwork.com and HGTV.com. Also supervise original and repack video content for promotion on social and online channels including Facebook and Instagram and HGTV.com and TravelChannel.com.

* Work on a small, collaborative Travel Channel team that conceptualizes social videos for the Travel Channel Facebook page, with 214M views for our top performer.
* Spearhead HGTV editorial diversity initiative, commissioning new writers, designers and photographers to meet the company’s diversity goals.
* Liaison with renowned NYC trend forecasters Design Works International on translating new design trends to HGTV.com.
* Editorial lead on high-performing Easy Does It social videos for HGTV’s Facebook page, with top page currently at 74M views.
* Interviewed as home, gardens and lifestyle expert for HGTV magazine, Fox News and the Associated Press.

**Editor-in-Chief, Made+Remade blog DIYNetwork.com and Roam blog TravelChannel.com**

* Commissioned, edited and published 12-16 freelance and staff stories weekly for Roam and TravelChannel.com blogs.
* Generated stories on London, Ottawa, Canadian wine country, Mexico City, Los Angeles, Paris, New York, New Orleans based on regular travel opportunities.

**Editor-in-Chief, HGTVGardens**

* As editor-in-chief, responsible for planning and launching the first Scripps Networks Interactive website dedicated to gardening HGTVGardens, in February 2013.
* Completed Master Gardener certification through Clemson University to further gardening education.
* Worked with operations, design and SEO and taxonomy team to launch HGTVGardens. As editorial lead defined the voice and vision of the site after launch.
* Winner of multiple awards from the Society of Professional Journalists, the Garden Writers Association and Cynopsis Digital Model D.
* Represented HGTVGardens at events including the Garden Bloggers Conference, the California Spring Trials and London's Chelsea Flower Show.

***The Atlantan***

2008-2011

**Senior Editor**

Served as the second-in-command on *The Atlantan*’s small editorial staff, working closely with the editor-in-chief. Commissioned and edited work by freelance writers and photographers for *The Atlantan* the luxury lifestyle magazine for the city, as well as 13 other city magazines in the Modern Luxury family including *Manhattan*, *Angeleno*, *Dallas* and *D.C*. magazines. Recruited new writers and photographers to the magazine. Helped copyedit and proofread the monthly magazine front-to-back in layout using InDesign. Interviewed many style and culture figures for magazine features including designer Tory Burch, *Vogue* editor André Leon Talley, Barneys creative director and writer Simon Doonan, *Top Chef* contributor Hugh Acheson. During my tenure *The Atlantan* earned Modern Luxury’s company-wide award for editorial excellence.

* Contributed major features each month including articles on film, art and culture, business, food/spirits, design, trends and people.
* Oversaw annual Arts and Power issue spotlighting significant cultural players in the city of Atlanta.
* Planned each issue in conjunction with editor-in-chief, contributed to website and Facebook page, represented *The Atlantan* at lectures and events.

***Creative Loafing Media***

1993-2008

**Staff Film and Art Critic**

Lead art critic and film critic for Atlanta’s alternative newsweekly.

* Wrote 4-5 weekly articles on books, film, the visual arts, architecture and personality profiles.
* Contributed to blog and weekly podcasts. Lecture, jury film festivals and make radio and television appearances on behalf of *Creative Loafing*.

**Freelance Writer**

1994-Present

Since 1994 I have contributed freelance content for a variety of publications and websites including: *Art Papers*, *Art in America*, *ARTnews*, *Playboy*, *Design Bureau*, *Sculpture*, *Art & Antiques*, *Charleston City Paper*, *New York Press*, *Elle*, *Travel & Leisure* and *The Economist*.

* Write monthly stories on Atlanta culture, business and home design for *Atlanta* magazine.
* Write biweekly art reviews on museum and gallery exhibitions for *The Atlanta Journal-Constitution* as the newspaper’s art critic*.*

PROFESSIONAL AFFILIATIONS

Co-founder Atlanta Film Critics Circle, Atlanta Celebrates Photography gala committee, Idea Capital steering committee, Southeastern Film Critics Association, Burnaway.org board member

SKILLS

Omniture, Excel, HTML, Adobe AEM, Photoshop, Google Analytics, Spredfast, InDesign, WordPress, Jira, Microsoft Office, established and emerging social media platforms and SEO best practices.