# FELICIA FEASTER

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**Managing Editor**

Accomplished professional with expertise in print, digital editing and writing, creating high-performing flat and social video content, navigating multiple content management systems, SEO and journalistic best practices. Work across the lifestyle, beauty, design, wellness and travel categories. Lead large teams of freelancers, photographers and staff writers. Manage editorial calendars, budgets, contracts and releases, commissioning and editing content on HGTV.com. Oversee original and repack video content for promotion on social and online channels.

**Key Skills**

Content management | Feature Articles | Writing and Copy Editing | Search Engine Optimization (SEO) | Team Leadership | Diversity, Equity and Inclusion (DE&I)

**Professional Experience**

**Warner Bros. Discovery April 2022-July 2023**

**Managing Editor,** HGTV.com

Edited and wrote high-performing content in the lifestyle, interior design, wellness, travel, commerce, trends, gardens and travel categories for HGTV.com. Supervised up to 16 freelance and staff writers. Commissioned and edited content, managed $40K quarterly budgets, contracts and legal releases and editorial calendars on HGTV.com.

* Spearheaded editorial diversity initiative, commissioning new writers, interior designers and photographers to meet Warner Bros. Discovery’s goals. Increased the representation of diverse writers, interior designers, imagery and content on the HGTV.com site.
* Produced annual trend reports for presentation to WBD editorial and sales teams.
* Ushered HGTV.com into the wellness category. Hired writers, created database of medical and health experts and tutored freelancers on enhanced research and vetting requirements for wellness stories.
* Deduped, optimized and redirected content on HGTV.com using performance metrics.
* Interviewed as home, gardens and lifestyle expert for theNew York Times and the Atlanta Journal-Constitution.

**Discovery Digital Networks March 2018-April 2022**

**Managing Editor**

Commissioned and edited content, managed multiple budgets, contracts, legal releases and editorial calendars on HGTV.com

* Served as editor-in-chief of two successful blogs, Travel Channel's Roam and DIYNetwork's Made+Remade, creating the editorial calendar and overall direction of both blogs and working with 12+ freelance writers to curate and publish original content.
* Worked on a small, collaborative Travel Channel team that conceptualized social videos for the Travel Channel Facebook page, with 214M views for our top performer.
* Editorial lead on high-performing social videos for HGTV’s Facebook page, with top page at 74M+ views.
* Guest speaker at 2019 Los Cabos VIP Travel Summit, Los Cabos, Mexico; 2019 Public Relations Society of American Travel & Tourism Conference (PRSA), Philadelphia; 2018 VA-1 Tourism Summit, Richmond.
* Interviewed as lifestyle expert for HGTV Magazine, Fox News, Forbes and the Associated Press.

**Scripps Networks May 2012-March 2018**

**Editor-in-Chief**

Planned and launched HGTVGardens.com, the first Scripps Networks Interactive website dedicated to gardening. Identified, hired and onboarded writers for the website. Completed Master Gardener certification through Clemson University.

* Worked with operations, design, SEO and taxonomy team to launch HGTVGardens. As editorial lead defined editorial standards and the voice and vision of the site after launch. Instituted process of contract writers inputting content directly into the HGTVGardens CMS.
* Winner of multiple HGTVGardens awards from the Society of Professional Journalists, the Garden Writers Association and Cynopsis Digital Model D. Created or commissioned some of HGTV’s highest-performing online content to date.
* Represented HGTVGardens at events including the Garden Bloggers Conference, the California Spring Trials and London's Chelsea Flower Show.

***The Atlantan* April 2008-January 2011**

***Senior Editor***

Commissioned and edited work by freelance writers and photographers for The Atlantan as well as 13 other city magazines in the Modern Luxury family including Manhattan, Angeleno, Dallas and DC magazines.

* Contributed front-of-book and features each month on film, art, business, food/spirits, design, travel, trends and people. Copyedited and proofread the monthly magazine.
* Interviewed and wrote features on designer Tory Burch, Vogue editor André Leon Talley, Barneys creative director Simon Doonan and Top Chef contributor Hugh Acheson, among others. During my tenure The Atlantan earned Modern Luxury’s company-wide award for editorial excellence.
* Planned each issue in conjunction with editor-in-chief, contributed to website and Facebook page, represented The Atlantanat lectures and events.

**Freelance Independent Writer|Editor and Creative Consultant January 2008-Present**

Contribute freelance content for a variety of publications and websites including: Art Papers, Art in America, ARTnews, Playboy, Art & Antiques, Charleston City Paper, Atlanta magazine, New York Press, Elle, Travel & Leisure, The Economist and Martha Stewart.

* Write biweekly art reviews on museum and gallery exhibitions and regular culture features as lead art critic for the 174,251 daily circulation, Pulitzer Prize-winning Atlanta Journal-Constitution.

**Technical Skills**

Omniture | Excel | Adobe AEM | Photoshop | Google Analytics | BrightEdge | InDesign | WordPress | Jira | Microsoft Office | Arc XP | Established and emerging social media platforms | SEO best practices

**Education**

**Master of Arts** (MA)**, Film Studies -** Emory University

**Bachelor of Arts** (BA)**, Film Studies** - The University of Florida

**Professional Affiliations**

* **Co-founder** of the Atlanta Film Critics Circle
* Atlanta Celebrates Photography **Advisory Council**
* Idea Capital **Board Member**
* Southeastern Film Critics Association **Member**
* Georgia Committee of the National Museum of Women in the Arts **Board Member**