

# DIANE GARRETT

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## EDITORIAL PRO

Savvy writer-editor adept at packaging stories for print and digital platforms. Skilled manager. Beach photographer.

## ACCOMPLISHMENTS

- Launched one news site; overhauled another
- Bylines in Los Angeles Times, Variety, AOL, Premiere, the Hollywood Reporter, TheWrap and Movieline
- Broke the story about the death of VHS
- Awards include Variety's Journalistic & Creative Excellence Award; Patch on the Back regional editor award; Editorial MVP; National Arts & Entertainment Journalism Awards runner-up
- Freelance assignments have ranged from feature stories and reviews in major outlets to long-term editing contracts for awards-season planning, story assignment and line editing

## EXPERIENCE

### *VARIETY Features Editor 2018- (Staff); 2012-3 and 2016-8 (Contract)*

- Developed Variety's inaugural International Women's report, an outgrowth of established franchises recognizing female accomplishments in the entertainment industry; shepherd all women's impact reports in addition to signature features such as 10 Producers to Watch, Young Hollywood Impact Report and the New Leaders Report.
- Assign, edit and write a wide range of stories for digital and print publication.
- Write awards-season analysis, features and trend stories.
- Oversee digital rollout of reports and sections, working closely with Variety's web team to ensure maximum traction online.
- Awarded Variety's Journalistic & Creative Excellence Award in addition to a National Arts & Entertainment Journalism prize for story on how variety shows are navigating the political divide
- Oversee freelancer payments on Salesforce.

### *GOOD EVERYDAY Managing Editor 2015-6*

- Key member of positive news site's launch team: Helped create site design, organizing structure and tone.
- Established site's social media presence.
- Supervised writers.
- Edited all copy for structure and tone.

### *THEWRAP Deputy Editor 2014-5 (Contract); Senior Editor 2013-4 (Staff); News Editor 2011-2 (Staff)*

- Managed newsroom for dynamic entertainment news site during period traffic grew fivefold.
- Edited awards season magazines and orchestrated their digital rollouts, repositioning print features for robust online presence.
- Monitored site traffic and trending stories, adjusting news priorities accordingly.
- Assigned stories.
- Packaged stories for maximum reader appeal: wrote clickable headlines that were also search-engine friendly.
- Edited news features, breaking news stories and reviews for content and style.
- Sent breaking news alerts as warranted.

- Oversaw distribution of content on social media feeds.
- Guest edited Weekend Wrap, a news app with lively entertainments news features and reviews.
- Wrote movie and TV reviews, features.
- Worked closely with content partners, including MSN, Reuters, IMDb and Yahoo.

#### *AOL'S PATCH Editor 2010-11*

- Awarded first Patch on the Back award in L.A. region for extraordinary editorial contributions to AOL venture.
- Developed, assigned and edited all content; helped train local editors in region.
- Covered events, shot photos and video.
- Distributed content on social media platforms, including Facebook and Twitter.
- Developed and maintained rigorous publication schedule, seven days a week.
- Managed monthly freelance budget, paying contributors weekly.

#### *VARIETY Events, Lifestyles and Book Reviews Editor; Reporter; Copy Editor 2002-9*

- Edited several sections and covered several beats for entertainment trade.
- Wrote film, home entertainment and digital media stories and features. Broke story about the death of VHS.
- Oversaw events coverage through two awards seasons, working closely with art director, reporters and photo agencies on lively thrice-weekly feature.
- Developed and edited lifestyle feature stories on stories ranging from the explosion of celebrity children's books to emerging entertainment blogs and spray tanning.

#### *VIDEO BUSINESS Web Editor; Senior Editor 1998-2001*

- Overhauled online offshoot of weekly publication into daily news source. Redesigned site to improve navigability, hand-coding portions to optimize user experience.
- Wrote news and feature stories.
- Edited magazine sections and online stories.
- Site traffic more than doubled; named Editorial MVP.

#### *MOVIELINE Associate Editor; Assistant Editor 1991-2*

- Supervised fact checking for monthly movie magazine.
- Wrote profiles.
- Edited copy for grammar and style.

#### *TV GUIDE Editorial Researcher 1986-7*

- Edited copy for grammar, accuracy and style.

## **EDUCATION**

Amherst College, B.A., English. Recent design and photography coursework at UCLA Extension and Otis College of Art and Design

## **SKILLS**

Writing; editing; management; proficient in Adobe PhotoShop, InCopy and Lightroom software, in addition to WordPress, Drupal, Salesforce and Microsoft Word software