

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

EXPERIENCE

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

- Oversee a number of key editorial franchises for Variety, including three women's impact reports recognizing female accomplishments in entertainment, Young Hollywood Impact Report, New Leaders and 10 Producers to Watch. Develop the lists, assign features and edit the sections for print and digital publication.
- Develop special sections devoted to anniversary events, including the 50th anniversary of Earth Day and the centennial of women's suffrage in the U.S.
- 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 and a National Arts & Entertainment Journalism prize for a feature story about politics in variety shows.
- Oversee freelancer payments on Salesforce.
- Provide backup support for colleagues on additional lists for print and online.

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 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. 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