

## **ERICA GLASENER**

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### **EXPERIENCE**

#### **Growing a Greener World, Atlanta, GA**

**Senior Producer** (August 2017 to Present)

Manage production for 13 new episodes from conception to completion (includes editing) for on-air and on-line distribution. This season – travel to nine states, pre-interview featured guests, develop story outline and interview questions, handle all logistics related to shooting on location: travel, lodging, rental cars, scheduling, use Basecamp for all data, collect photos, coordinate Social Media cross promotion. Create biweekly emails for 22K GGW followers, using MailChimp. Answer questions on website, provide horticultural content for website.

*Growing a Greener World®* (GGW) is an award-winning public television series, distributed by American Public Television, airing on PBS stations across the country and on CREATE TV, focused on organic gardening, sustainability, and green living. With over a million viewers per week, it airs 52 weeks a year in 175 markets across the United States. The series features accessible and cutting-edge topics, compelling and expertly-told stories, and stunning visual imagery for its ever-growing network of broadcast and web communities.

#### **Gibbs Gardens, Ball Ground, GA**

**Marketing Manager** (January 2015 to August 2017)

Oversee and implement all public relations and marketing programs including media buys (radio, TV, outdoor) and publications (print and online). Coordinate with Graphic Designer for all Ads. Direct and implement social media including Facebook, Twitter and Instagram. Develop digital ad campaigns for Facebook and Google Adwords. Plan, coordinate and promote over 50 events per season including Twilight Music series, lecture series, plant sales and annual seasonal festivals. Seek out and procure music groups, train staff and volunteers about the gardens. Directed complete re-design of website including initial mobile optimization. Maintain and update website content on a daily basis using Wordpress. Oversee and maintain photo image library and coordinate with photographers and publications. Create weekly emails using Mailchimp for distribution to membership of over 30,000. Recruit, organize and train workers for shows and festivals throughout the year. Give monthly garden plants in the Gardens. During my tenure Gibbs Gardens was featured in major publications including *GEORGIA Magazine*, *Victoria magazine*, *Southern Lady magazine* (cover), and numerous on-line publications. Secured television coverage with *Good Day Atlanta* and Paul Milliken who covered the Japanese Gardens.

**Nationally Recognized Author/Writer/Speaker** (January 2005 to Present)  
Author of *Proven Plants Southern Gardens*, Cool Springs Press, 2009. Co-author with Walter Reeves of *Georgia Getting Started Garden Guide*, 2013 and *Month-By-Month Gardening in Georgia*, 2014. Create content for Fiskars, *Southern Living Plant Collection*, *The Atlanta Journal-Constitution*, *The New York Times*, Home Depot, Gibbs Gardens blog, [www.exploregeorgia.org](http://www.exploregeorgia.org) (with over 400,000 followers on Facebook) and *Georgia Magazine*. Speaker at garden shows and symposia across the US (including Alaska), Disney World, and for corporate groups like Morgan Stanley.

**Home and Garden Television (HGTV), Knoxville, TN**

**TV Host/Producer** (June 1994 to June 2006)

As the host for *A Gardener's Diary* I traveled throughout the US interviewing gardeners of all types about their gardens and why they garden. I was also a field producer for the show which aired for 13 years.

**ACADEMIC**

**University of Maryland, College Park, MD**

**Bachelor of Science: Horticulture**

**COMMUNITY  
SERVICE**

**Advisory Board for Trees Atlanta (2013 to Present)** — Attend board meetings, identify donors, support and promote programs, develop strategic plans, work with staff and volunteers. Help with plant sales and auctions as a horticultural expert.

**Co-Chair of Wellness Committee at Fernbank Elementary (2010 to 2013, 700 students)** Initiated school garden program from concept to installation. Successful fund raising working with companies including Whole Foods and Farmer D. Used organic practices. Trained volunteers, students, teachers.

**AWARDS**

2011 — Garden Media Award from the Perennial Plant Association

1997 — “Communicator of the Year Award” from the Georgia Green Industry Association

1997 — “Award of Excellence” from Garden Writers Association of America for Best of Category Aired Television/Video (On-Air Talent) for *A Gardener's Diary*.

References available upon request