

Andrew V. Pestano

New York, NY | 954-624-5053 | avpestano@gmail.com

Experience

NBC News | News & Trends Writer (Contract)

Feb. 2025 – July 2025

- Reported and wrote original stories for NBC News' local news division in AP style, covering national, international and trending developments with speed and accuracy on topics including politics, health, culture and more.
- Helped local NBC stations reach and exceed digital traffic goals by pitching and producing top-performing articles, including a #1 article of the month, which was later replicated due to its strong performance.
- Produced sidebars and explainers for breaking stories, quickly adding depth and context to news coverage.

Playboy | Sex & Relationships Writer (Contract)

Oct. 2024 – Jan. 2025

- Reported and wrote original, SEO-optimized articles on culture, sex and relationships, contributing to Playboy's new mission of inclusive, sex-positive digital storytelling.
- Produced high-performing stories emphasizing consent, sexual health, diversity and emotional maturity tailored to Playboy's audience — primarily men ages 18–25 — while evolving content strategy and voice with editorial team.
- Helped grow weekly digital page views from under 10,000 to nearly 150,000 during fourth-month tenure by consistently producing engaging, search-driven content.

Hedgehog Social | Senior Editor

July 2023 – July 2024

- Curated credible news content with engaging headlines for Hedgehog's audience while maintaining mission to serve as an example for well-informed and respectful online discussion on current events.
- Developed broader skill set through immersing myself in tech startup experience by collaborating with design and product teams to translate editorial insights into features, reporting platform technical bugs and learning about product development, marketing, podcasts, artificial intelligence and more.
- Advocated for journalism as a necessity for a healthy democracy by countering misinformation and challenging political perception of media-averse audience with educative resources and empathy on social platform.

NBCUniversal Local | News Editor

Oct. 2019 – Jan. 2023

- Wrote and published news content on digital platforms for NBCUniversal's network-owned television stations.
- Helped dozens of digital producers in local newsrooms nationwide by editing copy, reporting, producing images/videos/live streams/live blogs, translating between Spanish and English, and more.
- Implemented efficient practices for audience growth and retention with metrics data, SEO, social media strategies and creativity while coordinating content and information sharing with NBC News, CNBC, TODAY and Telemundo.
- Contributed to enterprise projects such as data visualizations supporting local news coverage by writing in-depth stories and features on topics from gun violence, health, hurricanes and the Olympics.

NBC 6 South Florida & Telemundo 51 | Digital Producer

Sept. 2017 – Oct. 2019

- Managed digital news operation – independently on weekends – for NBC 6 South Florida in English and Telemundo 51 in Spanish while writing news articles and producing videos.
- Curated news content for website, newsletters and social media platforms in English and Spanish for NBC 6 and Telemundo 51, respectively, in South Florida, a leading U.S. media market.

United Press International | Editor/Digital Reporter

Dec. 2014 – Aug. 2019

- Editor on weekends responsible for overseeing team while producing homepage, coordinating news coverage, editing articles and updating content on UPI.com.
- Weekday reporter with specialized coverage in Latin America, the Middle East and global terrorism — earning hundreds of bylines on accurate and comprehensive stories for the digital wire service.

Education

University of Florida — Bachelor of Science, Journalism

2014

Broward College — Associate in Arts, Journalism

2011

Skills

- Languages: Native Spanish and native-level English (speaking and writing).
- Communication: AP style, SEO, digital strategy, social media, newsletters, public speaking, interviews, leadership.
- Technical: Adobe Creative Suite, HTML, basic data visualizations, CMS platforms including WordPress.
- Digital-first collaboration: Over a decade of cross-team coordination, newsroom project management, remote/hybrid team cooperation via tools on Slack, Microsoft and Google platforms.