

Andrew V. Pestano

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Professional Summary

Journalist with more than a decade of experience reporting and editing for digital news outlets including NBC News and United Press International. Bilingual English-Spanish international affairs and Latin America correspondent specializing in breaking news, explainers and SEO strategy with proven track record of growing digital audiences.

Experience

Sudamérica Bulletin | Founder & Writer

Jan. 2026 – Present

- Write and publish weekly newsletter covering Latin America for an English-speaking audience, offering analysis of the latest regional developments.
- Manage editorial strategy, content planning and distribution through Substack and social media platforms.

NBC News | News & Trends Writer (Contract)

Feb. 2025 – July 2025

- Reported and wrote original stories in AP style for NBC News' digital platforms, covering breaking national and international news for local audiences.
- Produced explainers and contextual sidebars for evolving news stories to give readers additional clarity.
- Pitched and published high-performing articles to reach traffic goals, including top articles of the month.

Playboy | Sex & Relationships Writer (Contract)

Oct. 2024 – Jan. 2025

- Reported and wrote SEO-optimized articles on culture, sexual wellness and modern relationships for Playboy's digital audience.
- Helped grow weekly digital page views from under 10,000 to nearly 150,000 through a high-engagement, search-driven content strategy.

Hedgehog Social | Senior Editor

July 2023 – July 2024

- Curated credible news coverage and wrote headlines for a new social media app to counter misinformation.
- Collaborated with design and product teams in tech startup to develop editorial features on content discovery and moderation, which drove measurable gains in engagement and retention.

NBC News | News Editor

Oct. 2019 – Jan. 2023

- Wrote and edited digital news content for NBCUniversal's nationwide network of news television stations.
- Supported local newsrooms through editing copy, live stream production and Spanish-English translation.
- Utilized analytics, SEO and social strategies to grow audience engagement, helping to consistently reach NBC News' division goal of 11 million unique monthly page views.

NBC 6 South Florida & Telemundo 51 | Digital Producer

Sept. 2017 – Oct. 2019

- Independently managed digital news operation on weekends for NBC 6 South Florida in English and Telemundo 51 in Spanish in a top U.S. media market.
- Produced news articles, videos, newsletters and curated social media content for both news stations.

United Press International | Editor/Digital Reporter

Dec. 2014 – Aug. 2019

- Weekend editor responsible for overseeing team of reporters while producing the homepage and coordinating national and international news coverage for UPI.com.
- Earned thousands of bylines as weekday reporter covering Latin America, the Middle East and global terrorism with accuracy, speed and comprehensive sourcing for the digital wire service.

Education

University of Florida — Bachelor of Science, Journalism

2014

Broward College — Associate in Arts, Journalism

2011

Skills

- Languages: Native-level speaking and writing proficiency in Spanish and English.
- Editorial: AP style, breaking news, SEO, social media, newsletters, copy editing, leadership.
- Technical: WordPress, Adobe Creative Suite, HTML, Charbeat/analytics platforms, data visualizations.