

# ANDREW WYRICH

Award-winning newsletter editor and journalist crafting must-read content that turns casual readers into dedicated subscribers.

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## SUMMARY:

Audience-focused newsletter editor with a proven record of creating award-winning digital experiences. Elevated newsletter open rates to 40%+ and achieved 9% click-thru-rates while expanding a subscriber base to 50,000 dedicated readers. Expert in audience-centered content curation, editorial product development, and building a dedicated audience. Work recognized by the Webby Awards, Society of the Silurians, and Investigative Reporters & Editors, among others.

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## MEDIA EXPERIENCE:

### YAHOO NEWS

#### Newsletter Writer / Strategist / Editor (Sept. 2025 - Present)

- Hired to spearhead and refine Yahoo News' breaking news and entertainment newsletter strategy, curate story selection, and help author "The Yodel."
- Identified top stories, wrote, curated, edited, and authored "The Yodel" newsletter, which has millions of subscribers on several occasions.
- Sent breaking news emails, push alerts, and engagement alerts to millions of subscribers.
- Utilized tools such as Airtable, Pick N Roll, Zeta, Chartbeat and other content management and publication tools to publish articles and newsletters.

### ALMOST A MET

#### Newsletter Editor / Founder (May 2025 - Present)

- Launched and authored a weekly New York Mets-focused newsletter that included deep-dive research on players who were almost on the team..
- Drove open rates to 50%+, collaborated with other Mets focused newsletters to drive retention and growth, and appeared on podcasts.
- Used analytics to track reader retention, growth, while also using audience engagement strategies to better understand their needs.
- Interviewed numerous members of the online Mets community to drive reader interest.

### DAILY DOT

#### Newsletter Editor (Feb. 2022 - May 2025)

- Authored and published daily newsletters, curating trending lead stories and driving open rates to 40%+ and CTRs up to 9% for engaged audiences.
- Expanded the newsletter's audience to 50,000 dedicated subscribers through compelling content curation, audience-focused strategies, and consistent value delivery. Focused on creating a distilled morning newsletter experience for readers that was engaging and comprehensive.
- Earned recognition for completely designing and relaunching the newsletter as an honoree in the 27th Annual Webby Awards.
- Oversaw a team of writers and editors, editing stories for quality and brand alignment.
- Created and launched innovative editorial products around key events—such as the annual "Daily Dot Hall of Fame."
- Used news judgement to select what stories would be sent out as breaking news alerts.
- Coordinated with various departments including, social teams, audience development teams, and other stakeholders to improve retention and growth.
- Used analytics tools to track reader feedback, open rates, and click thru rates. Worked with tools like Sailthru, SendGrid, Google Analytics, Chartbeat, and more to analyze audience trends.

#### Deputy Technology Editor (June 2020 – Feb. 2022)

- Directed and mentored a team of writers while orchestrating content production for breaking news, features, and SEO.
- Delivered breaking political news, technology policy news, and trending topics with consistent editorial excellence.
- Established a specialized expertise covering net neutrality, transforming the site's authority on the issue.
- Produced and grew a newsletter with strong open rates that captivated a dedicated readership.
- Used social media to find stories and keep tabs on the latest breaking viral posts.

#### Politics & Technology Staff Writer (May 2017 – June 2020)

- Generated 4-6 high-impact stories daily, including SEO content that propelled significant traffic.
- Directed the site's FOIA intern by assigning and editing investigative stories.

### NORTHJERSEY.COM / THE RECORD

#### Breaking & Trending News Reporter (Oct. 2016 – May 2017)

#### Reporter and Staff Writer (June 2014 – Oct. 2016)

- Delivered timely coverage of national breaking and trending news with frequent updates.
- Analyzed performance metrics to track story engagement and refined audience strategies.
- Served as a "hub" by editing articles frequently with information online and from reporters in the field.
- Crafted award-winning investigative series recognized by multiple journalism organizations.
- Wrote stories as a credentialed media member covering the 2015 MLB postseason and 2016 NL Wild Card game.

*More media experience (including full time roles) listed below*

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## AWARDS & HONORS

- **Webby Awards:** Honoree - Email Newsletters (2023)
- **Society of the Silurians:** Medallion - First Place (2016)
- **NJ Press Association:** Best Web Project (2016)
- **Investigative Reporters & Editors:** National Finalist (2012)
- **NY Press Association:** Top College Newspaper [Sports] (2012)
- **Society of Professional Journalists:** National Runner Up (2010)

## EDUCATION

**SUNY New Paltz:** Bachelor of Arts in Journalism and Film & Video Studies. Served as Editor-in-Chief of the *New Paltz Oracle* for 1.5 years.

## OTHER MEDIA EXPERIENCE

Also published in / worked for: *USA Today*, *The Asbury Park Press*, *The Poughkeepsie Journal*, *Watershed Post*, *The Legislative Gazette*, *The Herald News*, *Patch.com*, and more.