

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.

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

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.