

Andrew Phelps

Mission-driven product manager. I bring ideas to life.

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The New York Times, New York

Product Director, Personalization & Messaging (Aug. 2015–Present)

- Doubled mobile push audience, to 30m. Launched [targeted messaging](#) and grew open rates, retention.
- Spearheaded “conversational journalism” with [Rio Olympics via SMS](#) and a [FB Messenger election bot](#).
- Led enterprise-wide personalization strategy; launching user-aware, geotargeted home page in Q1 2017.
- Created a [cross-functional team](#) that became a model for the reorganization of the product team.

Senior Product Manager, Mobile (July 2014–July 2015)

- Relunched the mobile home page (40m MAUs) in six months; “[redefined Page One for the digital era](#).”
- Doubled iPhone app audience, to 2m MAUs, and grew monthly retention by 20%, in one year.
- Launched a unique Apple Watch app, “[One-Sentence Stories](#),” featured in the App Store on Day 1.

Assistant Editor, Platforms (Oct. 2012–July 2014)

- Coauthored “Innovation Report,” prompting a newsroom leadership shakeup and major investments in audience development, analytics, and strategy. [Dubbed](#) “one of the key documents of this media age.”
- Agitated for mobile-first transformation at a time the mobile audience share grew from 30% to more than 50%. Helped secure more than \$1m investment in mobile development resources.

Nieman Lab, Harvard University, Cambridge, Mass.

Staff Writer, Assistant Editor (March 2011–Sept. 2012)

- Covered the intersection of news, business, and tech. [Poynter called](#) my data-driven analysis of Gawker’s editorial strategy “a piece every modern media writer should aspire to producing.”
- Developed and open-sourced [Fuego](#), a bot that surfaces trending stories on Twitter.

WBUR (NPR), Boston

Senior Producer (Sept. 2008–March 2011)

- First digital hire in a large radio newsroom. Led the relaunch of wbur.org, the first all-news site for an NPR station. Reported original stories for web and broadcast.

KPBS (NPR), San Diego

Reporter, Anchor (July 2006–Aug. 2008)

- Reported from the front lines of the California wildfires of 2007 for a national audience. Local anchor of “Weekend Edition.” Helped design and launch a multiplatform reporting fellowship.

University of California, San Diego

B.A., Political Science (2008)