

Joseph Pedro

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Writer | Editor | Storyteller | Communications Professional

Communications professional with experience managing and developing content for a national publication, fostering and implementing communication strategies for one of the world's largest companies, and an innate talent for informing, inspiring, and entertaining audiences. Effectively manage relationships with industry and internal partners and build high-performing networks of coworkers and freelancers.

Experience

MICROSOFT, Redmond, WA
(Contract Bluehawk Consulting)

March 2020 – Present

Communications and Program Management Specialist

- Created, edited, and sent weekly communications to 2,000-plus Microsoft employees by strategically monitoring the flow of information from various Microsoft stakeholders and implementing an impactful, clear, and consistent communication strategy to create a seamless associate experience.
- Facilitated the Microsoft Store organization's transition from brick-and-mortar retail to virtual sales, training, and customer support. Reworked 2,000 distribution lists to align with new roles, adjusted our method of communication to move away from a role-based task management system and instead utilized Microsoft Teams to distribute individual communications that more effectively reached associates throughout remote work, and oversaw the modernizing of the SharePoint document library.
- Acted as the communication point of contact for the Microsoft Store Direct Sales and Support Training team by working with various stakeholders to manage, edit, and display monthly document updates and created a streamlined and user-friendly Training SharePoint page.
- Completed run of business tasks, including managing user access, conducting system audits, supervising the Store Communications inbox, scheduling, recording, moderating, and producing calls and live events, and facilitating two-way dialog to make sure associate questions are answered and HQ received field feedback.

PASSPORT, New York, NY

May 2008 – July 2019

Associate Editor

- Communicated daily with freelancers, editors, publicists, and public relations agencies to craft editorial content to tell engaging stories.
- Collaborated with travel and lifestyle brands to build commensal partnerships through engaging, experience-filled storytelling.
- Fostered brand engagement through social media impressions on Twitter, Facebook, and Instagram.
- Created six travel and six lifestyle features for online each month and one to two features per print issue.
- Invited to speak at national and international travel conferences; regularly attended trade shows, festivals, and conventions, including International Gay and Lesbian Travel Association (IGLTA), GNetwork360, and NLGJA.
- Hired and managed two interns each semester to assist in daily editorial responsibilities while also working on one capstone travel feature.
- Developed and implemented Passport style guide and freelance checklist, which reduced time-consuming copyediting and stylistic revisions and allowed editorial team to focus on big-picture edits.
- Grew magazine's online presence by more than 400k hits/month after launching first blog Global Cocktails.

Additional experience: Copy Editor, Josh Wood Productions, New York, NY (Jan 2016-Present); Copy Writer and Copy Editor, Active Culture, New York, NY (May 2019-Present); Editor, OutTraveler.com (Nov 2017-Nov 2018)

Education

NEW YORK UNIVERSITY, New York, NY

Bachelor of Arts in Journalism and Sociology (Double Major)

Professional Appearances

New York Times Travel Show: Panel on LGBT Travel (2010-2018), Media Panel (2016, Cape Town), Media Panel (2015, Los Angeles), Safety Abroad (2013, Florianopolis), Chat with the Editors (2012, Antwerp), International Gay and Lesbian Travel Association (IGLTA): Dos and Don'ts: Courting the Press (2011, Toronto),

Technical Skills

Applications: Adobe CC (InDesign, Illustrator, Photoshop, Dreamweaver), Microsoft 365 Apps (Forms, Lists, Power BI, SharePoint, Tasks by Planner, Teams, To Do, Whiteboard, Yammer), Google Docs. *Web and Content Management Systems:* CQ5, Google Analytics, HTML, Moveable Type, Search Engine Optimization (SEO), Serendipity, WordPress

Social Media: Facebook, Instagram, Pinterest, Reddit, Snapchat, TikTok, Tumblr, Twitter