

DANIELE CUSENTINO

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Professional Summary

Strategic and adaptable digital content strategist with over 10 years of experience crafting high-impact, user-focused content for enterprise and technology-driven brands. Proven expertise in driving editorial excellence, maintaining brand consistency, and optimizing content for engagement, accessibility, and SEO. Adept at collaborating with UX, research, and marketing teams to develop compelling digital experiences that align with user needs and business goals. Passionate about AI-driven content solutions and leveraging data insights to refine messaging across multiple platforms.

Education and Certifications

Bachelor's in Journalism, University of Cincinnati | GPA: 3.5

Bachelor's in English, University of Cincinnati | GPA: 3.0

Certification: Data Analysis with Python & GitHub (Code: You)

Core Skills

Content Development & Brand Strategy: Emails, In-app Messaging, Scripts, Push Notifications, Web Content, Recipes, Blog Entries, Voice & Tone Management, Style Guides, Brand Consistency, Associated Press Stylebook, Chicago Manual of Style

User-Centered Digital Experiences: Cross-functional Collaboration, UX Writing, Content Research & Testing, AI Integration, Accessibility Standards, Personalization Strategies

Technical Proficiency: Adobe Creative Suite, CMS (HTML/CSS), Google Analytics, Canva, Python, SEO, UX Writing, Figma, ChatGPT, AI-Powered Tools, Workfront, SharePoint, WordPress

Soft Skills: Clear Communication, Strategic Vision, Fast Adaptability, Collaborative Mindset

Experience

The Kroger Company / 84.51°, Cincinnati, OH

Senior Proofreader, Copyeditor and Copywriter

November 2015 - Present

- **Content Development:** Create and edit in-depth content including blogs, newsletters, white papers, and push notifications, aligned with strategic brand messaging.

- **Editorial Excellence:** Maintain quality across digital channels through rigorous proofreading, brand voice adherence, and data-informed content refinement.
- **Cross-Functional Collaboration:** Partner with creative, design, product, and marketing teams to produce consumer-focused content across loyalty mailers, display ads, and app interfaces.
- **Content Optimization:** Apply SEO best practices and leverage AI tools to improve clarity, engagement, and discoverability.
- **Mentorship & Standards:** Trained junior copywriters and campaign managers, establishing content best practices and voice consistency across campaigns.
- **Audience-Driven Strategy:** Use audience insights to shape content that improves engagement and response rates across email and social platforms.

Empower MediaMarketing, Cincinnati, OH

Managing Editor

February 2014 - November 2015

- **Editorial Planning:** Led content planning and execution for brands like Land O'Frost, Bush's Beans, and Gorilla Glue, producing weekly and monthly editorial calendars for content sites.
- **Collaboration with Creative Teams:** Coordinated with designers and social media managers to produce cohesive visual and written content, ensuring all materials adhered to brand guidelines.
- **Streamlined Communication:** Managed blogger outreach and maintained a strong network of writers to meet brand needs effectively and on schedule.

OneSight by Luxottica, Mason, OH

Senior Content Editor

July 2013 - February 2014

- **Content & Strategy Leadership:** Oversaw content planning, editing, and publication across high-priority channels including social media and WordPress.
- **Voice & Tone Evolution:** Contributed to brand guidelines and collaborated with digital strategy teams to optimize user experience and content alignment.

Barefoot Proximity, Cincinnati, OH

Managing Editor

May 2011 - July 2013

- **Content Strategy Leadership:** Directed the editorial planning and strategy for Procter & Gamble's consumer relationship management (CRM) website, HomeMadeSimple.com, ensuring cohesive content that met brand standards across all channels.
- **Campaign Concepting & Execution:** Collaborated on advertising campaigns for P&G's website, email program, and television show, driving brand awareness through integrated marketing strategies that spanned digital and print.

- **Editorial Oversight:** Managed and mentored a team of three associate editors and coordinated with 15-20 freelance writers, overseeing content creation to ensure high standards of grammar, style, and brand alignment.
- **Cross-Functional Collaboration:** Partnered with art directors, designers, and social media managers to synchronize visual and written content, maintaining a unified brand presence across all customer touchpoints.
- **SEO & Technical Skills:** Developed SEO-optimized web pages using HTML and CSS within a content management system, enhancing visibility and accessibility.
- **Audience Engagement:** Authored engaging web articles, newsletters, and promotional emails that highlighted featured content, product updates, and exclusive offers from sponsoring P&G brands, driving audience engagement and loyalty.
- **Project Coordination for Television Content:** Supported the Home Made Simple television series on the Oprah Winfrey Network by producing project overviews and recaps for online viewers after each episode, seamlessly integrating digital content with broadcast media.

The Cincinnati Enquirer, Cincinnati, OH

Online Production Assistant and Freelance Reporter

September 2008 - July 2013

- **Crafted engaging digital content** by writing a weekly music column covering upcoming local events, aligning with audience interests and engagement trends.
- **Managed and optimized digital platforms**, diagnosing and resolving site-wide issues while maintaining seamless functionality for web users.
- **Oversaw content updates and UX improvements** for the Enquirer's Newspapers in Education website, ensuring accessibility and usability.
- **Implemented SEO best practices** in page structuring and content updates to improve site rankings and user engagement.

Notable Projects and Achievements

Kroger MyMagazine: Copywriter and Copyeditor

I am a copywriter and editor for Kroger [MyMagazine](#), which represents the future of customer engagement — happening now. Each personalized digital and print issue offers a fresh mix of relevant recipes, tips, and targeted savings to inspire and help loyal customers build confidence in the kitchen. Silver Cincinnati Addy Award winner: Integrated Branded Content in a Local or Regional Campaign category (Nov 2023)

The Kroger Co. OptUp App: UX Copywriter

I was part of the pilot team that launched [OptUp](#), a nutrition rating system to simplify choosing nourishing foods. Owned by The Kroger Company, the goal is to make it simple and sustainable for customers to shop and eat well.

The Kroger Co. Wellness 180° Champion (2024)

I was nominated by my peers to represent my company division as part of the annual [Kroger Wellness Festival](#) in Cincinnati. The Wellness 180° initiative celebrates Kroger Co. associates who have made a health and wellness turnaround.