

Daniele Cusentino

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Professional Summary

Detail-oriented, innovative, and proactive content writer with experience in crafting engaging creative across digital and print platforms for major brands. I excel in creating compelling copy for blogs, social media, and websites, while ensuring alignment with brand voice and strategic objectives. I've honed my skills in developing style guides and ensuring brand consistency across various marketing channels, leading to improved customer engagement and satisfaction. Notably, I curate and own The Kroger Company's style guides, elevating the clarity and impact of customer communications across multiple platforms.

Education

University of Cincinnati
Bachelor's, English

GPA: 3

University of Cincinnati
Bachelor's, Journalism

GPA: 3.5

Certificates

Data Analysis Course One: Python & GitHub from Code:You

Professional Experience

Kroger

Cincinnati, OH, USA

Senior Proofreader and Copyeditor

July 2024 - Present

- The entire creative team at 84.51° (a wholly-owned subsidiary of The Kroger Company) was transferred to the marketing team at The Kroger Company in July 2024 while maintaining same roles and duties as they were at 84.51°.

84.51°

Cincinnati, OH, USA

Senior Proofreader and Copyeditor

February 2018 - July 2024

- Curator and owner of The Kroger Company's style guides to ensure flawless final copies of best-in-class customer communications, including all digital content, loyalty mailers, pharmacy, display advertisements, and print editorials
- Lead copyediting and fact checking, utilizing editing skills and attention to detail to provide editorial suggestions as necessary to enhance clarity and validity of communication, correct grammar, style, and format during various rounds of reviews, achieving 100% compliance throughout all product lifecycles
- Utilize Adobe Creative Cloud, Mural, and Teams to facilitate seamless project execution through cross-functional collaboration with graphic design, copywriting, and production teams, ensuring alignment and consistency throughout all timelines
- Improve team capabilities by training and mentoring incoming copywriters and campaign managers, and supporting the development and launch of new products, services, and product redesigns
- Boost customer engagement by developing, testing, and writing recipes, headlines, subheads, and blurbs for CRM mailers and display ads, demonstrating agility in content creation
- Provide timely and relevant stories by brainstorming trends to ensure customer-first content across all communication vehicles, utilizing strong communication and interpersonal skills

84.51°

Cincinnati, OH, USA

Senior Copywriter

November 2015 - February 2018

- Wrote, edited, and disseminated blog posts, white papers, and conference submissions among various local and national press outlets while ensuring consistency and accurate use of company brand guidelines
- Coached and informed employees on writing best practices to ensure all collateral that exited the building was coherent, on brand, and professionally written
- Planned and executed the company's social media calendar, as well as monthly marketing emails for various teams

Empower MediaMarketing**Cincinnati, OH, USA***Managing Editor**February 2014 - November 2015*

- Planned, created, and executed monthly and weekly editorial calendars for content websites like Land O'Moms (Land O'Frost), Bush's Beans, Gorilla Glue, and Rust-Oleum
- Maintained clear communication and content creation processes by coordinating blogger outreach and managing an active roster of writers to help clients meet content planning and editorial needs, utilizing strong communication skills and Canva for visual content
- Edited and proofed all incoming content written for client websites to ensure that copy aligned with each brand's voice and editorial guidelines
- Assisted in content marketing strategy and publishing system overhauls for current and prospective clients
- Concepted, wrote, and edited case studies, blog entries, and content marketing award entries for Empower's website and content marketing department, Magnetic Content Studios

OneSight Luxottica**Mason, OH, USA***Senior Content Editor**July 2013 - February 2014*

- Coordinated the editorial board and led content planning, editing, and publishing across priority channels
- Managed forecasts and resources to execute against storytelling plan
- Led content planning and management for OneSight.org, social media channels, and WordPress blogs
- Participated as member of digital strategy team to define and develop the brand and user experience for the launch of the new website
- Supported development of the global brand guide, including voice and style guide for OneSight.org and social networks
- Enhanced visual content quality by utilizing Canva for designing engaging visuals for social media channels

Barefoot Proximity**Cincinnati, OH, USA***Managing Editor**May 2011 - July 2013*

- Managed and led all editorial and advertising planning on Procter & Gamble's consumer relationship management (CRM) home care website, www.homemadesimple.com
- Coached, mentored, and managed three in-house associate editors and 15-20 publishing-house writers
- Worked with management and account teams to define project deliverables, schedule, and workflow
- Followed brand guidelines and best practices
- Concepted and implemented advertising campaigns to promote the brand's website, television show, and email program for both print and digital promotion
- Developed and organized the monthly editorial calendar and worked with art directors, designers, and social media managers to ensure that photography and content aligned
- Copyedited 40 pieces of content per month to ensure articles were free from errors in grammar, punctuation, and style
- Wrote articles, plus emails that promoted featured content, product news, and coupon offers from sponsoring P&G brands
- Built article web pages using HTML and CSS within a content management system, ensuring they were SEO-friendly
- Supported the Home Made Simple television series on the Oprah Winfrey Network by writing project overviews for viewers after every episode aired

The Cincinnati Enquirer**Cincinnati, OH, USA***Online Production Assistant and Freelance Reporter**September 2008 - July 2013*

- Wrote the weekly music column that highlighted upcoming local music shows
- Diagnosed and repaired site wide web page problems as they occurred
- Managed and updated the Enquirer's Newspapers in Education website
- Built, updated, and maintained all web pages for the newspaper's circulation department
- Constructed web pages that worked in conjunction with the Enquirer's content management system

**Notable
Projects****Kroger MyMagazine***Copywriter**February 2018 - Present*

- MyMagazine 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)
- [Link to project](#)

The Kroger Co. OptUp App

Cincinnati, OH, USA

UX Copywriter

April 2018 - June 2018

- 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.
- [Link to project](#)

Skills

Market Research, Business Strategy, Communications, Data Analysis, Customer Service, Figma, Google Analytics, Marketing, Social Media, Wordpress, HTML/CSS, Journalism, Python, Threads, SEO, Microsoft SharePoint, Editing, Copywriting, Dialogflow, Chatbots, Microsoft Suite, Canva, Proofreading, Github, AI, Press Releases, Branding/Brand Strategy, Content Marketing, Editorial, Adobe Creative Suite, Content Calendars, Style Guides, Associated Press Stylebook, Chicago Manual of Style, Machine Learning, Natural Language Processing (NLP)