

# DANIELE CUSENTINO

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## Professional Summary

Strategic and adaptable **digital content strategist** with expertise in **brand voice development, UX writing, and SEO-driven storytelling**. Skilled at turning complex ideas into clear, accessible messaging across digital, print, and omnichannel campaigns. Experienced in **AI-assisted content creation, data-driven optimization**, and **editorial leadership** for enterprise and technology-focused brands. Adept at collaborating with **cross-functional teams** in UX, design, and marketing to deliver measurable results and cohesive user experiences. Passionate about blending creativity, analytics, and emerging tools to build scalable, audience-centered content systems.

## Education and Certifications

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

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

## Core Skills

**Content & Brand Strategy:** Copywriting, Editing, SEO, Content Optimization, Brand Voice Development, Storytelling, Editorial Planning, Style Guide Creation, Campaign Messaging, UX Writing, Omnichannel Marketing

**AI & Data-Driven Insights:** AI-Powered Tools (ChatGPT, Gemini, Jasper), Prompt Engineering, A/B Testing, Personalization, Data-Backed Copy Optimization, Analytics (Google Analytics, Python)

**Tools & Platforms:** Adobe Creative Suite, Figma, CMS (WordPress, HTML/CSS), Workfront, SharePoint, Canva, SEO Platforms

**Collaboration & Leadership:** Cross-Functional Partnership, Content Governance, Mentorship, Process Improvement, Clear Communication, Strategic Problem Solving

## Experience

**The Kroger Company / 84.51°, Cincinnati, OH**  
**Senior Proofreader, Copyeditor, and Copywriter**

**2015 – Present**

- Lead development of **content strategy and messaging** across digital, print, and in-app channels for one of America's largest retailers.

- Maintain and evolve **brand voice guidelines** and editorial standards to ensure consistency across enterprise communications.
- Partner with UX, analytics, and marketing teams to develop **insight-driven campaigns** for loyalty, pharmacy, and digital engagement.
- Mentor writers and content managers to strengthen **brand storytelling** and cross-channel messaging quality.
- Support AI-informed initiatives and content testing to enhance personalization and **SEO performance**.
- Contribute to Kroger Health's multistate campaign network, **reaching millions of households** and reinforcing brand trust.

### **Empower MediaMarketing, Cincinnati, OH**

#### **Managing Editor**

**2014 – 2015**

- Oversaw **content production and editorial direction** for national CPG brands including Land O'Frost, Bush's Beans, and Gorilla Glue.
- Built **SEO-optimized, cross-channel campaigns** integrating analytics, brand voice, and conversion-focused storytelling.

### **OneSight by Luxottica, Mason, OH**

#### **Senior Content Editor**

**2013 – 2014**

- Crafted **global brand messaging and fundraising content** for Luxottica's nonprofit arm, aligning storytelling with donor engagement.
- Developed unified content frameworks across print, web, and campaign assets.

### **Barefoot Proximity, Cincinnati, OH**

#### **Managing Editor**

**2011 – 2013**

- Delivered **content strategy and campaign development** for Procter & Gamble brands across digital and social channels.
- Collaborated with creative and data teams to merge **analytics-driven insights** with human-centered copy.

## **Earlier Experience**

### **The Cincinnati Enquirer – Online Production Assistant & Freelance Reporter**

Produced digital content and weekly feature columns, blending journalistic storytelling with editorial precision.

## **Notable Projects**

**Kroger MyMagazine:** Copywriter and Copyeditor

Contribute to personalized print/digital content blending recipes, offers, and storytelling; winner of **2023 Silver Cincinnati ADDY Award**.

**The Kroger Co. OptUp App:** *UX Copywriter*

Helped pilot and launch Kroger's **nutrition-rating app**, writing intuitive copy that simplified healthy food choices for millions of users.