DANIELE CUSENTINO

100 Aqua Way, #427, Newport, Kentucky | pfarrd@gmail.com | 513.225.7839 | portfolio

Content Strategist · Copywriter · UX & CONVERSATION DESIGN

Content strategist with 10+ years of turning complex information into clear, measurable content, from enterprise retail at Kroger to industrial B2B at ProMach, a 60-brand packaging and processing portfolio. I plan and write integrated campaigns across email, web, social, paid and print, and build the systems behind them, from segmentation and tracking to messaging frameworks. Background in UX writing and conversation design.

Experience

ProMach, Cincinnati, OH
Marketing Content Manager | Corporate Marketing
June 2026 – Present

- *Own content for **PACK EXPO International 2026**, ProMach's largest trade show, from the calendar and press release to the microsite, ads, signage and 10+ segmented emails for 7 focused markets. Supported a show that generated **118 new opportunities worth $37M+ in pipeline**.*
- *Delivered **100K+ pre-show emails across 10 campaigns**; the Save the Date reached a 29% open rate and 3% click-through.*
- *Microsite drew **nearly 10,000 sessions in under three months**, with UTM tracking across email, paid search, print, QR codes and the booth to show which channels drove traffic.*
- *Helped grow LinkedIn by **2,000+ followers in 90 days** (up 10% on the prior period) while nearly doubling post cadence and holding engagement above 5%.*
- *Wrote ProMach's **2026–27 social and video strategy** from competitive benchmarks and channel analytics, and helped build the **Partnership Continuum** brand framework now live across web, ads and sales materials.*
- *Launched **focused market drip campaigns** to ~9,700 prospects in MCAE with Salesforce campaign tracking, and wrote conversational dialogue for an **interactive InLine Kiosk** across 4 vertical markets.*

The Kroger Company / 84.51°, Cincinnati, OH
Senior Proofreader, Copyeditor, and Copywriter | Corporate Marketing Creative Team
November 2015 – June 2026

- *Led **content strategy, messaging, and editorial governance** across digital, print, CRM, pharmacy, and in-store channels, including major Kroger Health and brand-partnership campaigns.*
- *Built and maintained Kroger's **unified enterprise copy guide**, the single source of truth for brand voice, legal styling, pharmacy language, and editorial standards.*
- *Designed workflow improvements that removed redundant review stages, saving **2–3 workdays per major campaign cycle**.*
- *Supported content vehicles contributing to **$22.8M in incremental sales** with exceptionally low downstream correction rates.*
- *Led **AI-informed content testing and optimization** to improve clarity, personalization, and search performance.*

Earlier Experience

Empower MediaMarketing — Managing Editor
Led content strategy and editorial production for national CPG brands, balancing brand voice, SEO, and performance goals.

OneSight (Luxottica) — Senior Content Editor
Developed global messaging frameworks for nonprofit fundraising and awareness campaigns across print and digital channels.

Barefoot Proximity (Omnicom) — Managing Editor
Delivered content strategy and campaign development for Procter & Gamble brands in a fast-paced agency environment.

***The Cincinnati Enquirer* (Gannett) — Digital Production Manager & Reporter**
Produced digital content and weekly feature columns, blending journalistic storytelling with editorial precision.

Core Skills

Content Strategy & Governance | Integrated B2B & B2C Campaigns | Email Marketing & Automation (MCAE/Pardot, Salesforce) | Brand Voice & Messaging Frameworks | Social & Video Strategy | SEO & Web Content | UX Writing & Conversation Design | AI-Assisted Content Development | Script Writing | Copyediting

Education and Certifications

Bachelor of Arts in Journalism, University of Cincinnati

Bachelor of Arts in English, University of Cincinnati

Google UX Design Professional Certificate, Coursera / Google

Conversation Designer (CxD 2), Conversation Design Institute

Data Analysis with Python & GitHub, Code: You