

# DANIELE CUSENTINO

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## CONTENT STRATEGIST · UX WRITER · EDITORIAL SYSTEMS LEAD

Strategic content leader with 10+ years of experience supporting enterprise marketing for one of the largest U.S. retailers. Expert in translating complex, regulated information into clear, user-centered content across digital, print, and omnichannel experiences. Known for building scalable content standards, streamlining review workflows, and partnering cross-functionally with UX, legal, analytics, and marketing teams. Experienced in AI-assisted content optimization and conversation-driven content thinking.

## Education and Certifications

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

**Conversation Designer (CxD 2)**, Conversation Design Institute

**Data Analysis with Python & GitHub**, Code: You

## Core Skills

Content Strategy & Governance | Brand Voice & Editorial Systems | UX Writing |  
Conversation Design & Intent Modeling | Regulated & High-Trust Content | Cross-Functional  
Collaboration | Workflow Optimization | AI-Assisted Content Development

## Experience

**The Kroger Company / 84.51°, Cincinnati, OH**

**Senior Proofreader, Copyeditor, and Copywriter**

**2015 – Present**

- *Lead content strategy, messaging, and editorial governance across digital, print, CRM, pharmacy, and in-store channels for a national retailer.*
- *Built and maintain Kroger's unified enterprise copy guide, adopted across teams as the single source of truth for brand voice, legal styling, pharmacy language, and editorial standards.*
- *Partner with UX, analytics, legal, and marketing stakeholders to deliver clear, compliant, customer-first content at scale.*
- *Designed workflow improvements that removed redundant review stages, saving **2–3 workdays per major campaign cycle** and reducing late-stage fixes.*

- Supported revenue-driving content vehicles contributing to **\$22.8M in incremental sales**, while maintaining exceptionally low downstream correction rates.
- Support 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 — Managing Editor**

Delivered content strategy and campaign development for Procter & Gamble brands in fast-paced agency environment.

### **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**

Personalized print/digital content blending recipes, offers, and storytelling; recipient of a 2023 Silver Cincinnati ADDY Award.

### **The Kroger Co. OptUp App — UX Copywriter**

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

### **Retail Pharmacy Navigation Assistant (Chat-First) — Conversation Design Case Study**

Designed a structured conversational flow for retail pharmacy environments, applying progressive narrowing, intent resolution, repair strategy, and boundary definition to reduce customer friction and prevent liability overreach.