

DANIELE CUSENTINO

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CONTENT STRATEGIST · UX & CONVERSATION DESIGNER · 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

Google UX Design Professional Certificate, Coursera / Google

- Completed end-to-end UX training in user research, wireframing, prototyping, usability testing, accessibility, and responsive design principles.

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.
- Lead **copy development and strategic messaging** for major enterprise campaigns spanning Kroger Health, brand partnerships, and omnichannel promotional initiatives.
- Build 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.
- Design 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.
- Lead **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 a 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 Company 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.

LeafRx Plant Diagnosis App — UX Design Case Study

Led end-to-end UX design for a mobile plant care and diagnosis app, conducting user research, creating wireframes and prototypes, and iterating through usability testing to improve diagnostic clarity and user confidence.