

# TOM DI MINO

## WRITER & SR. CONTENT DESIGNER

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**ABOUT ME** | Sr. Content Designer with award-winning agency experience, a penchant for poetry, and 8+ years of B2B/B2C, UX copywriting, SEO, and omni-channel marketing.

## WORK EXPERIENCE

### SR. CONTENT DESIGNER (Contract), Google

June 2022 – Present (Hybrid in Manhattan, NY)

Google has yet to be acknowledged as an verb in the OED, but its legacy still speaks for itself.

- Designing educational materials, and a learning platform, for all Googlers with an interest in leadership development.
- Compiling the research findings from a 12-month, skills-based leadership training study that involved 200+ Googlers.
- Conducted interviews with 30+ learning designers, TPMs, and SWEs from various product areas in the company.
- Co-facilitated 2 intercept studies at the NYC 8<sup>th</sup> Ave location, prototyping learning modules designed by myself and my team.
- Audited the core curricula for Nooglers onboarding into Google, focusing on the distribution of soft vs. technical skills, and adaptability of content.

### SR. CONTENT DESIGNER (Contract), Chan Zuckerberg Initiative

November 2021 – June 2022 (Remote)

CZI is a philanthropic sister organization of Meta, devoted to making education and open-source scientific tech more accessible around the world.

- Co-led the “Bravo Cohort” initiative to design and develop online learning materials for the napari image analysis platform.
- Collaborated with an application scientist, SWE, UX researcher, product manager, and 8 imaging scientists from Ivy League universities, by way of Mural, Zoom, Notion, and Google Docs.
- Audited napari.org and the napari hub, drawing on existing UX research, and prioritized updates to said sites using Airtable, Google Slides, GitHub issues and PRs.
- Deconstructed over a dozen competitor learning platforms, synthesizing this into design recommendations for CZI Imaging Tech as a whole.
- Conceptualized and developed mid-fi wireframes for a “plugin collection” feature of the napari hub, working primarily in Figma, Quip and Slack.

### SR. CONTENT STRATEGIST (Contract), Hugo & Cat

June 2021 – November 2021 (Remote)

Hugo & Cat is a top-50 award-winning digital marketing agency with past clients like Microsoft, Salesforce, Johnson & Johnson, and Sony.

- Performed a comprehensive content audit for the American College of Surgeons—the largest surgical organization in the world.
- Participated in cross-functional design sessions (e.g. Crazy 8's on Figma), iterating upon wireframes and the on-page copy for major landing pages.
- Implemented a live messaging survey via Hotjar on FACS.org to refine the voice and tone of the ACS brand.
- Defined a new taxonomy for the redesigned FACS.org, expanding upon stakeholder interviews, user testing and UX research.
- Outlined site migration priorities for FACS.org and conversion of existing content into new components within Umbraco
- Directly responsible for a 40% increase in ACS member applications and a 42% increase in average user session duration.

## EDUCATION

### The College of New Jersey

2007 – 2011

Studied Biology as my major, Classical History as my minor—exposing myself to Latin, Ancient Greek, Spanish, Italian, French, and Arabic.

### UCB Theatre NY

July 2015

Completed UCB's Improv 101, focusing on long-form improv comedy. Performed as a lead in a live-show.

## HOBBIES

**Travel:** Wherever I go, I immerse myself in local history, foreign foods, and languages.

### Web Coding:

[www.minoanmystery.org](http://www.minoanmystery.org)

### Photography:

[instagram.com/tamademino](https://www.instagram.com/tamademino)

## EXPERTISE

Branding



AI/LLMs



Data Analytics



SEO/SEM



Creative Writing



Technical Writing



HTML/CSS Design



Project Planning



## TECHNICAL CONTENT STRATEGIST (Freelance), *Valtech*

May 2020 – June 2021 (Remote)

Valtech is a premier international marketing agency that specializes in data science, UX, and AR technologies.

- Designed the information architecture for AONA, a non-profit surgical institution; and IMA, a management accounting association, conferring with clients and coworkers via Microsoft Teams.
- Collaborated with a UX designer to create sitemaps, content blocks and wireframes, drawing upon customer personas, SEO analytics, and UX best practices.
- Deconstructed the Dolby.com consumer and professional websites to produce a collection of page templates for desktop and mobile (from a library of pre-existing Sitecore components).
- Conceived content calendars for AONA and IMA, highlighting short and long-term SEO goals that could be reached in tandem with their website migrations. Presented these to clients on weekly conference calls.

## WEB CONTENT SPECIALIST (Contract), *Hartz Mountain Corporation*

November 2019 – February 2020 (Hybrid in Secaucus, NJ)

Hartz Mountain Corp remains the largest manufacturer and distributor of pet care products sold throughout the U.S.

- Contracted to conduct an on-site SEO audit of the Hartz website, product pages, and affiliated blogs.
- Researched long and short-tail keywords most pertinent to Millennial cat and dog owners, for paid and organic content.
- Wrote unique alt text for over 1800 Hartz branded images, resizing them in Photoshop as needed.
- Highlighted existing content that warranted a re-write or simple on-page SEO enhancements.
- Managed all web properties directly through the Hartz WordPress account; uploaded resized images, integrated them onto live pages, and performed housekeeping of discontinued products.

## CONTENT STRATEGIST (Salaried), *Renaissance Marketing*

April 2018 – February 2019 (On-site in Philly, PA)

Renaissance is a full-service B2B digital marketing agency that offers its own CMS-POS-CRM portal and eCommerce platform.

- Planned, wrote and edited eCommerce landing page copy and blog posts that consistently ranked on the 1<sup>st</sup> page of SERPs for primary keywords.
- Conducted keyword research, and analyzed clients' eCommerce sites with tools like Google Analytics, Google Search Console, and SEMRush.
- Corresponded with clients on a weekly or monthly basis by email, phone and conference calls, discussing SEO content strategy, copy (e.g. branded promotions, video ads, blog posts) and monthly analytics reports.
- Managed published content, newsletters, and client email blasts through Salesforce, MailChimp and our proprietary CMS, utilizing HTML/CSS where needed.

## CONTENT WRITER (Freelance), *1SEO*

July 2017 – April 2018 (Hybrid in Bristol, PA)

1SEO is a B2B/B2C digital marketing agency that participates in industry conferences and Google summits.

- Composed PRs and blog posts for dozens of different clients every week, focusing on SEO as well as branding.
- Specialized in industries like biotech, legal, medical, manufacturing, real estate, dentistry, HVAC, and IT.
- Joined kick-off calls with new clients, helping to identify their desired tone and voice, as well as their targeted demographics.
- Collaborated with teams of content editors, writers, and SEO strategists, exceeding weekly and monthly metric goals.
- Published PRs and blog posts through Release Wire and WordPress; used Basecamp to upload, edit and retrieve accompanying graphics finalized by designers.

## NOTABLE PROJECTS

### Web-responsive Strata portal for higher-ed

*CampusCruiser*

<https://tomdimino.com/Strata.pdf>

A vision of what higher-ed tech could be in the 21<sup>st</sup> century, my work on the Strata portal was deeply personal—born out of my own collegiate experience, rigorous research, and countless hours spent modifying my favorite PC games as an adolescent. The functional prototype that I constructed out of Material Design, clever use of CSS, and HTML widgets, impressed university IT admins, staff, and CIOs who had seen it all and always opted for the home-grown solution.

### Dolby consumer & professional websites

*Valtech*

[www.minoanmystery.org/portfolio/dolby](http://www.minoanmystery.org/portfolio/dolby)

After developers had meticulously assembled a component library in Sitecore, I came onto their team to envision a sleek and modern UX (and IA) for their consumer and professional websites. I audited and distilled their old site (pre-migration) into 12 page subtypes, then built these page templates in Sitecore, calling on devs when I needed to make minor styling adjustments. As of July 2023, these templates (pitched to the Dolby marketing team) are still in-effect on their live site.

### napari Cell Segmentation learning course

*Chan Zuckerberg Initiative*

[www.minoanmystery.org/portfolio/czi](http://www.minoanmystery.org/portfolio/czi)

As a co-lead of Bravo Cohort, on CZI's Imaging Tech team, I helped to crystallize a learning platform and training materials geared for research biologists with an interest in image analysis. Meeting regularly for workshops and co-design sessions on Zoom, we eventually settled upon Jupyter Book as the ideal host for our project MVP. I applied what we learned from competitive analysis of other learning platforms, and direct feedback from imaging scientists in our cohort, to build said course through Github, using Markdown and HTML.