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, SEO, copywriting, and omni-channel marketing.

WORK EXPERIENCE

SR. CONTENT DESIGNER, *Google*
June 2022 – Present
Google has yet to be acknowledged as an verb in the OED, but its legacy still speaks for itself.

- Designing educational materials for early to mid-to-late career Googlers with an interest in leadership.
- Building iterative, interactive lessons in Markdown, HTML, CSS, and Google iconography, applying the latest instructional design principles.
- Curating training data and evolving use cases for a PaLM2/Bard-based AI learning assistant which can personalize lessons for individual users.
- Co-facilitated two intercept studies at the Google NYC headquarters, user-testing modules designed by myself and my team. (e.g. "Optimize OKRs")
- Interviewed 20+ learning designers, TPMs, and SWEs from various product areas in the company; analyzed their feedback into action items to inform future iterations of content, and inter-org collaborations.
- Audited the core curricula for Nooglers onboarding into Google, focusing on the distribution of soft vs. technical skill training, and the adaptability of learning modules.

SR. CONTENT DESIGNER, *Chan Zuckerberg Initiative*
November 2021 – June 2022
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, *Hugo & Cat*
June 2021 – November 2021
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 research.
- Outlined site migration priorities for FACS.org and conversion of existing content into new components within Umbraco.

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

Photography:
instagram.com/tamademino

EXPERTISE

Branding ●●●●○
AI/LLMs ●●●●○
Data Analytics ●●●●○
SEO/SEM ●●●●○
Creative Writing ●●●●●
Technical Writing ●●●●●
HTML/CSS Design ●●●●○
Project Planning ●●●●○

TECHNICAL CONTENT STRATEGIST, *Valtech*

May 2020 – June 2021

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, *Hartz Mountain Corporation*

November 2019 – February 2020

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, *Renaissance Marketing*

Aprl 2018 – February 2019

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 1st 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 promotionals, 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, *1SEO*

July 2017 – April 2018

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 21st 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 protoype that I constructed out of Material Design principles, clever use of CSS styling, and HTML widgets, impressed university IT admins 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

After developers had meticuously assembled a component library in Sitecore, I came onto their team to envision a sleak 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 January 2023, these page 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

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 then applied what I'd inferred 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.