

# TOM DI MINO

AI WRITER & CONTENT STRATEGIST

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

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**ABOUT ME** | Sr. Content Strategist with startup and open-source AI experience, a penchant for poetry, and 10+ years of tech writing, UX, project management, and community building.

## SELECT EXPERIENCE

### AI UX COPYWRITER (Freelance), Google

Dec 2023 – Present (Remote)

With my LLC, I consult for the Google AIUX and RAI teams as an independent vendor.

- Interview design and UX leaders from the Google AIUX and RAI teams and engage the wider developer community.
- Digest learnings from Google AI teams into bite-sized PRs, blogs, and video scripts which are published externally/internally across multiple channels.
- Pitch new pieces and topics to the Content Strategy Manager, and edit the submitted drafts of fellow UX writers.

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

November 2021 – June 2022 (Remote)

CZI is a philanthropic sister org of Meta, devoted to education and open-source tech.

- Co-led CZI's "Bravo Cohort" to make an open-source image analysis tool, [napari](https://napari.org), more accessible to biology PhDs all around the world.
- Oversaw the audit and overhaul of [napari.org](https://napari.org), gaining buy-in from active contributors and founders.
- Collaborated with a cross-functional team of devs, designers, researchers and scientists to build an onboarding [Jupyter Book](https://jupyter.org) in less than 6 months.
- Hosted co-design workshops on Mural and Zoom, open to the community.

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

June 2021 – November 2021 (Remote)

Hugo & Cat is an award-winning digital marketing agency with clients like Microsoft.

- Developed comprehensive content strategy for the American College of Surgeons—the largest surgical organization in the world.
- Identified KPIs that informed a DAKI and migration of content, ultimately leading to a 40% increase in member applications over 9 months.

### TECHNICAL CONTENT STRATEGIST (Contract), Valtech

May 2020 – June 2021 (Remote)

Valtech is a premier international marketing agency whose clients include Dolby Labs.

- Served as Content Strategy lead for Dolby Labs, AONA, and IMA, devising new information architectures and content calendars for their brands.
- Presented to clients via Microsoft Teams, aligned with Marketing Director and a Sr. Business Strategist.

### MARKETING SPECIALIST (Salary), CampusCruiser

February 2016 – March 2017 (Hybrid)

CampusCruiser was a higher-ed SaaS startup, developing a cloud-based intranet/LMS.

- Redefined the marketing paradigm for our flagship products, "Strata" and "Knosys", based on client relations and competitive research.
- Attended industry conferences for L&D, and designed product demos that generated dozens of viable leads from university IT admins and CTOs.

## EDUCATION

The College of New Jersey

2007 – 2011

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

UCB Theatre NY

July 2015

Completed UCB's Improv 101, with a focus on long-form improv comedy.

## HOBBIES

**Traveling:** Wherever I go, I immerse myself in local history, regional cuisine, and languages.

**JavaScript/TypeScript:** Since the rise of GPT 4, I've programmatically designed "AI souls."

<https://github.com/opensouls/community>

**Linguistics:**

I'm using Python and my knowledge of Biblical Hebrew to decipher the Linear A corpus.

<https://github.com/tdimino/lashon-ha-minan>

## EXPERTISE

Creative Writing	● ● ● ● ●
Technical Writing	● ● ● ● ●
AI/LLMs	● ● ● ● ●
Project Managing	● ● ● ● ●
Data Analytics	● ● ● ● ●
SEO/SEM	● ● ● ● ●
Online Communities	● ● ● ● ●
Cross-functional UX	● ● ● ● ●