



THOMAS RANIERI

USER EXPERIENCE CONTENT DESIGNER
THOMASRANIERI.COM

ABOUT ME

As a UX content designer and copywriter/editor, I use my skills, drive, and creativity to produce high-quality, results-driven content. With my unique expertise in training and maintaining LLM and AI systems, you can have meaningful content that captures your users along the consumer's journey. I bring an eagerness for collaboration along with extensive experience developing content for apps, websites, ecommerce platforms, e-books, videos, pitch decks, and more.

PROFESSIONAL SKILLS

LLM Training
Certified AI Prompt Engineer
Research-Efficient
Detail-Oriented
Creative Background
WordPress
Microsoft Office and G-Suite
Google Analytics
Experience in B2B and B2C markets

CONTACT

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EXPERIENCE

SENIOR CONTENT DESIGNER

JPMorganChase | Apr 2023 - Present

- Created an LLM use case trained on internal content standards and processes to create efficiencies in content creation and delivery, reducing the length of some tasks from days to just minutes
- Reimagined the navigation structure and menu labels of the Investments experience, driving over 200% higher engagement
- Developed a scalable content experimentation system to test copy and drive innovation across various product areas
- Implemented a toolkit for content designers and product designers to apply customer feedback during the product roadmap

COPYWRITER

Newell Brands | Dec 2020 - Mar 2023

- Developed new brand voice for the relaunch of the Bionaire brand, winner of the 2022 GOOD DESIGN® branding award
- Wrote and created multi-platform content for iconic brands like Crockpot, Oster, Rubbermaid, and more
- Created comprehensive, SEO-driven content strategy to provide educational content to consumers
- Worked across multiple platforms to ensure brand voice consistency across e-commerce product copy, website copy, video scripts/outlines, and social platforms

LEAD CONTENT DEVELOPER

Traffic Builders Digital Marketing | Feb 2019 - June 2020

- Devised and executed the creation of conversion-driven multi-platform content marketing strategies both internally and for clients that resulted in 142% higher conversion rates
- Managed, contributed, and edited company-wide blog content that ranked for over 121 targeted keywords
- Wrote website copy, video scripts/outlines, and provided data-assisted creative direction on social platform assets and content on short deadlines

CONTENT SPECIALIST

Focus Camera | Apr 2018 - Feb 2019

- Developed comprehensive content strategies that have achieved 30% higher rankings on Google
- Researched, wrote, and edited copy for wide variety of E-commerce products with an average CTR of over 10%

CONTENT WRITER

Postcreatives | Jan 2015 - Apr 2018

- Wrote, edited and produced content for multiple platforms, including Internet and digital channels
- Performed back-end search engine optimization of websites using WordPress content management system

EDUCATION

PENN STATE UNIVERSITY

Political Science Major | 2011 - 2015