

Dominique DiFalco

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EDUCATION

BBA, Information Systems
Cum Laude | GPA: 3.7

University of Cincinnati, Lindner College of Business
Lindner Honors, PLUS | Delta Sigma Pi Business Fraternity

EXPERIENCE

Protiviti

March 2022 – Present

Manager, Experience Design

June 2025 – Present

- Added people- and budget-management to content strategy responsibilities
- Work with our business development team to identify new opportunities with existing and potential clients
- Design and lead design thinking sessions for clients to help organize thoughts and develop roadmaps around AI innovation and implementation

Senior Consultant, Experience Design

June 2024 – May 2025

- Led content strategy and information architecture redesigns for multiple clients, improving usability and alignment across public-facing websites and internal communication systems
- Engineered process for AI-enabled copywriting automation using writing guides that allow for 1:1 content mapping in CMS

Consultant, Digital Platforms

March 2022 – May 2024

- Conducted user research, custom observation, and stakeholder interviews to develop audience personas and customer journeys
- Owned end-to-end social content strategy for Protiviti Digital, driving 298% growth in LinkedIn followers

Paul Hemmer Companies

May 2020 – February 2022

Marketing Director

December 2021 – February 2022

- Managed multi-channel marketing ecosystem (web, email, social) supporting brand and sales initiatives
- Led website redesign strategy, restructuring content for improved UX and business alignment
- Developed and executed email content strategies achieving 25% open rates and 33% CTR (above industry benchmarks)
- Increased social engagement by 600% through targeted messaging and content optimization
- Established content workflows across internal teams and external partners

SKILLS

Design Thinking: Human-Centered Design Practitioner (LUMA Institute)

Content Strategy: Content Audits, Information Architecture, Editorial Planning, Content Governance

Research & Insights: UX Research, Persona Development, Journey Mapping, Analytics & Optimization

Tools: Screaming Frog, Figma, SEMrush, Excel, Mural, Microsoft Power Automate, Generative AI Tools

INNOVATION

Patent-Pending Content Intelligence Tool

Named primary inventor on a patent-pending content analysis platform, developed using Python and enterprise AI tools

- Designed and built an AI-powered content intelligence tool to evaluate qualitative content analysis through quantitative metrics
- Transformed manual audits into scalable, data-driven dashboards, enabling faster strategic decision-making
- Reduced content audit timelines by ~85% by automating analysis and surfacing actionable insights