

Carlee Carbone

PROFESSIONAL SUMMARY

Creative marketing and content specialist with over 10 years of experience developing digital campaigns, social media strategies, and editorial-style content across diverse platforms. Skilled at blending copywriting, design, and storytelling to build brand awareness, foster community engagement, and drive measurable results. Experienced in managing websites, digital platforms, and content calendars independently, ensuring timely, accurate, and engaging communications.

KEY SKILLS:

- Social media strategy and community management (Instagram, TikTok, Facebook, Reddit)
- Content creation and storytelling (copywriting, campaign messaging)
- Creative tools: Canva, Adobe Creative Suite (Photoshop, InDesign), CapCut
- Digital marketing: SEO, email campaigns (Mailchimp, Marketing Cloud), basic HTML/CSS
- CMS management (WordPress, proprietary platforms)
- Organizational, communication, and collaboration skills

PROFESSIONAL EXPERIENCE:

Digital Content & Communications Coordinator (May 2023 – Present)

Maplewood Country Club | Maplewood, NJ

- Wrote and edited member communications, newsletters, and promotional materials with a polished, professional tone.
- Drafted announcements and event coverage in a press-release style for website and email distribution.
- Coordinated cross-department messaging to ensure timely and accurate communications.
- Solely managed the member website and mobile app, uploading calendars, schedules, event photos, and other updates to keep content current and engaging.
- Collaborated on the upgrade of the Maplewood Country Club member app to its premium version, contributing to content updates, feature testing, and clear communication to members.
- Supported the transition of the member app to a premium platform by assisting with digital content, reviewing functionality, and ensuring a smooth rollout for members.
- Handled accounts payable duties, including processing invoices, managing vendor payments, and reconciling financial records.

Freelance Affiliate Marketing Copywriter | StackCommerce, Remote (Sept 2020 – Jul 2024; Sept 2025 – Present)

- Produced over 850 editorial-style articles published on outlets including New York Post, TMZ, Mashable, and Weather Channel.
- Adapted writing for diverse audiences over 70 media brands, aligning with unique editorial standards and voice.
- Delivered copy on fast-moving deadlines, balancing accuracy, clarity, and brand positioning.
- Collaborated with editors to pitch headlines and refine story framing for stronger reader engagement.

Digital Marketing Copywriter (Feb. 2022 – Jan. 2023)

Infinity Classics | Linden, NJ

- Wrote SEO-focused product descriptions for over 3,000 items, improving site visibility and engagement.
- Created email campaigns, gift guides, and blog content aligned with brand identity.
- Collaborated with the design team to launch automated emails based on customer behavior.
- Supported paid ad campaigns through keyword research and content optimization.

Contributing Editor & Writer (June 2020 – May 2022)

Summit + Chatham Local (formerly Summit Living) | Summit, NJ

- Conducted interviews and wrote feature stories on local businesses and community members.
- Edited and proofread articles for publication, maintaining accuracy and tone consistency.
- Worked alongside editor with content planning, layout organization, and monthly editorial meetings.

VOLUNTEER EXPERIENCE:

Ziggy's Refuge Farm Sanctuary (Jan. 2025 – Present)

Volunteer Social Media Manager Remote/Providence, NC

- Develop and manage social media campaigns across Instagram, Facebook, and YouTube to increase reach and donor engagement.
- Strengthen community engagement by responding to comments, questions, and supporter inquiries.

EDUCATION:

University of Rhode Island – Kingston, RI

B.A., Journalism | Sept. 2007 – May 2011

Editorial Internship at Providence Media (Jan. 2011 – May 2011)