

Carlee Carbone

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PROFESSIONAL SUMMARY

Digital content and communications leader with 11+ years of experience driving engagement and revenue through high-volume editorial, commerce, and lifecycle content. Proven track record of owning content strategy end to end across email, web, app, and affiliate channels, with work published across 70+ major outlets and scaled to large, high-traffic audiences. Known for translating audience insights into clear messaging systems that increase conversions, strengthen brand voice, and support measurable business outcomes across consumer and media brands.

Freelance Affiliate Marketing Copywriter

StackCommerce | Remote | Sept. 2020 – Present

- Produced 850+ long-form editorial and affiliate commerce articles on a weekly cadence for major outlets including Popular Science, Mashable, New York Post, and Boing Boing.
- Adapted copy and messaging across 70+ publisher voices, spanning tabloid, lifestyle, and consumer tech audiences.
- Wrote headlines, subheads, and body copy optimized for click-through, conversion, and purchase intent across diverse consumer categories.
- Conducted product and market research across tech, lifestyle, fashion, wellness, travel, and pet verticals to support benefits-led, conversion-focused positioning.
- Collaborated closely with editors in fast-paced publishing cycles, incorporating feedback and meeting tight daily deadlines.

Digital Content & Communications Coordinator

Maplewood Country Club | Maplewood, NJ | May 2023 – Present

- Managed weekly member email campaigns to a ~790-person list during peak season, averaging 75–80% open rates.
- Owned all member-facing digital communications across email, website, and mobile app, planning and executing weekly campaigns and seasonal initiatives that improved message consistency and engagement across programs and events.
- Led UX microcopy and messaging for a premium app upgrade used by hundreds of members, simplifying feature communication and onboarding flows to support post-launch adoption.

Digital Marketing Copywriter

Infinity Classics | Linden, NJ | Feb. 2022 – Jan. 2023

- Produced email campaigns, gift guides, and blog content to support seasonal promotions and product discovery.
- Wrote SEO-optimized product descriptions for 3,000+ SKUs across apparel and accessories, clarifying materials, fit, and use cases.

Contributing Editor & Writer

Summit + Chatham Local (formerly Summit Living) | Summit, NJ | June 2020 – May 2023

- Reported and wrote feature stories on local businesses and community members through interviews and on-site coverage.

- Edited and proofread articles for publication, ensuring accuracy, clarity, and consistent tone.

Tools & Platforms:

- Email marketing platforms: Clubhouse Online; 4Elbows (Newsletter)
- CMS & web platforms: Clubhouse Online; Squarespace
- SEO: On-page optimization, keyword research
- Analytics: Google Analytics
- Social: Meta platforms (Facebook, TikTok, Twitter/X, Instagram)

Skills:

Copywriting (web, email, product), editorial and commerce storytelling, brand voice adaptation, UX and microcopy, SEO fundamentals, CMS workflows, email marketing, social content.

Education

University of Rhode Island – Kingston, RI
B.A., Journalism

Community Involvement:

Volunteer Social Media Manager, Ziggy's Refuge Farm Sanctuary
Cat Foster Volunteer, St. Hubert's Animal Welfare Center