

CARMEN J. PERRONE

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SUMMARY

I am a systems-oriented AI content and operations strategist who uses generative AI to streamline workflows, codify institutional knowledge, and elevate brand voice. As a daily power user of ChatGPT, Perplexity, Claude, Grok, Gemini and related tools, I build prompts, evaluate model outputs, and translate AI-generated drafts into polished, human-standard copy. I specialize in turning complex processes and domain knowledge into clear handbooks, sales collateral, and digital content that support international operations, B2B relationships, and multi-channel marketing.

SKILLS

- Generative AI: ChatGPT, Perplexity, Gemini, Grok, Claude; prompt design, multi-step workflows, output auditing.
- AI Content Workflows: transforming AI drafts into publication-ready copy; fact-checking and consistency.
- Writing + Communications: academic and research writing, web copywriting, persuasive and operational writing, message architecture.
- Knowledge Systems: process documentation, handbook creation, pattern recognition in operations.
- Strategy + Analysis: critical thinking, market and competitor research, systems design for efficiency.

EXPERIENCE

Founder and Brand Strategist | Casa De Peso - New Jersey

08/2022 - Current

- Wrote 1,000+ product listings and drove ~1,900 total unit sales across Whatnot, eBay, and live events, building a content library that generates ongoing sales and repeat buyers.
- Revamped eBay operations in August 2025, scaling from ~1 sale/week to ~1.5 sales/day at peak through SEO, photography, strategic pricing, and free shipping.
- Achieved \$3.2K/day at Time Travelers Vintage Expo, \$2.5K/day at Philly Vintage Flea, and \$2.7K/day across a two-day NYC show; generated \$5.5K in event revenue on 50 units at ~64.5% gross margin and ~182% return on inventory.
- Maintained average unit cost at ~35% of sale price through disciplined sourcing, protecting margins in a trend-sensitive market.
- Designed prompts and multi-step AI workflows to generate, edit, and scale product narratives — auditing outputs for accuracy, tone, and brand alignment before publishing.

- Built scalable listing and documentation systems using AI to standardize copy and maintain editorial consistency across platforms.

Freelance Writer/Copywriter | Self-Employed - New Jersey

02/2019 - Current

- Provide freelance writing services to nonprofits and private clients, including email campaigns, e-blasts, web copy, taglines, and core marketing language.
- Apply research and audience analysis to craft concise, persuasive messaging aligned with each client's brand voice and performance goals.
- Review and edit all materials for clarity, grammar, narrative structure, and consistency, using AI tools selectively for ideation and drafts while preserving authentic tone.
- Demonstrate versatility across persuasive, narrative, and research-driven formats, including personal essays, academic work, and fundraising collateral.

Operations – Quality Control – Sales | Stelton Lumber Co. - Piscataway, NJ

06/2021 - 07/2025

- Progressed from yard hand to de facto operations lead within ~18 months; helped rebound the business to ~\$1.93M — its highest revenue in years — during a period of ~30% monthly sales decline.
- Reduced delivery errors from ~every other day to ~every 1.5 weeks by redesigning order and communication flows between yard, office, and drivers.
- Cut administrative ordering errors to near-zero by implementing shared digital tracking (Monday.com) and documenting previously unwritten processes.
- Built the company's first sales and employee handbooks using AI tools; created quote-to-fulfillment workflows that reduced operational friction.
- Served as primary liaison between customers, vendors (including international partners in Mexico), and the team — using AI for translation and logistics coordination.
- Led full re-warehousing of the yard, improving storage, labeling, and material flow for faster product location and safer working conditions.

Private Tutor – Writing, Argument, and Academic Support | Self-Employed - New Jersey

01/2011 - 12/2020

- Provided one-on-one tutoring in essay writing, thesis development, and revision strategy for undergraduate and high-school students.
- Diagnosed barriers to expression and built structured frameworks for argumentation under time pressure, adapting instruction to diverse learning style.
- Taught students to use scaffolds, outlines, and revision passes to improve clarity and impact, reinforcing motivation and academic follow-through.

EDUCATION

Thomas Jefferson University - Philadelphia, PA

04/2020

Pre-Medical Post Baccalaureate: Pre-Medical Studies

- 3.69 GPA
- P4 Post-Baccalaureate Pre-Medical Program (1-year track)
- Extracurricular Activities: Editor, Program Newsletter; shadowed physicians in daily practice, as well as during invasive surgical procedures.

Rutgers, State University of New Jersey - New Brunswick, NJ

05/2016

Bachelor of Arts: American Studies (Minor Philosophy)

- Summa Cum Laude (3.98 GPA)

- Henry Rutgers Scholar Award
- Paul Robeson Scholar
- Matthew Leydt Society
- Highest Departmental Honors
- Honors Thesis: A City Excluded: An Analysis of Race, Space and Camden, New Jersey
- Aresty Undergraduate Research Symposium – Recognized Presenter

Raritan Valley Community College - Branchburg Township, NJ

12/2013

Associate of Arts: Liberal Arts (Social Science Focus)

- Magna Cum Laude (3.88 GPA)
- Phi Theta Kappa Honor's Society
- [2012-2014] – Dean's List

CERTIFICATIONS + CONTINUING EDUCATION

Currently completing coursework in generative AI, large language models, and prompt engineering. Courses include those directed by IBM, Google, and Pragmatic AI Labs.

LANGUAGES

English - Native

Spanish - Advanced

INTERESTS

- Golf
- AI + Tech
- Modern U.S. History
- Nature + Wildlife
- Cryptocurrency
- Cars
- Road Trips