



CARMEN PERRONE

CONTACT

Somerset, New Jersey 08873

Mobile: (732) 895-6096

email: cj@carmenperronewrites.com

WWW: carmenperronewrites.com

EDUCATION

May 2016

Bachelor of Arts: American Studies
(Minor Philosophy)

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

- 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

December 2013

Associate of Arts: Liberal Arts (Social Science Focus)

Raritan Valley Community College,
Branchburg Township, NJ

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

April 2020

Pre-Medical Certificate

SUMMARY

Writer and strategist with strong academic training and operational experience across education, small business, independent commerce, and marketing. Skilled at analyzing how systems and language work in practice with real people. Distills complex concepts into precise, accessible language across persuasive, analytical, and narrative writing. Builds reliable systems for recurring tasks, operates effectively under tight deadlines, and uses AI strategically to speed up research and content workflows. Known for cutting through complexity to find the essential point, adjusting tone and voice to match audience expectations, and strengthening systems and communication through careful revision and feedback.

EXPERIENCE

August 2022 – Current

Founder/Brand Strategist, Casa De Peso, New Jersey

- Founded and lead a research-driven vintage fashion brand, using strategic writing, visual storytelling, and multi-channel content to drive online and event-based sales.
- Translate archival research and product knowledge into clear, persuasive listings and brand language that emphasize cultural context, construction, and collector value.
- Established a distinct editorial voice grounded in accuracy and credibility, strengthening buyer trust and long-term client relationships.
- Created AI-assisted content workflows for image, video, and listing production to increase efficiency and maintain high-quality brand presentation.
- Designed repeatable systems for sourcing, pricing, merchandising, and customer communication across eBay, social, and in-person channels.

June 2023 – August 2025

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

- Advanced from yard hand to de facto second-in-command within 18 months at an 85-year-old lumber business, overseeing daily operations across 9–10 departments and complex special-order fulfillment.
- Led sales strategy and day-to-day sales execution, translating technical product specifications into clear, persuasive guidance for contractors, homeowners, and internal staff.
- Standardized purchasing, inventory, and retail workflows, turning informal legacy processes into documented systems that reduced errors and improved operational consistency.

Thomas Jefferson University,

Philadelphia, PA

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

SKILLS

- Persuasive Writing
- Business/Operational Writing
- Academic Writing + Research
- Brand Voice
- Brand Storytelling
- Voice Development
- Tone Development
- Email Campaigns
- Web Copywriting
- Message Architecture
- Strategic + Critical Thought
- SEO Optimization

LANGUAGES

English - Native

Spanish - Advanced

INTERESTS

- Golf
- Vintage Fashion
- AI + Tech
- Modern U.S. History
- Nature & wildlife
- Cryptocurrency
- Cars
- Road Trips

- Directed hiring, staffing, scheduling, and training, helping build a more reliable team structure and stronger performance expectations across the business.
- Wrote the full draft copy for a proposed company website across roughly nine departments, shaping clear, service-oriented messaging around products, workflows, and customer needs.
- Authored the company's first salesperson's handbook and built a repeatable quote-to-fulfillment workflow to improve knowledge transfer, service quality, and sales consistency.

February 2019 - December 2021

Freelance Writer, *Self-Employed*, New Jersey

- Delivered strategic writing and content services for nonprofits, small businesses, and private clients, including email campaigns, brand messaging, taglines, and editorial copy built for performance and clarity.
- Consulted with clients to define content needs, audience expectations, and messaging goals, then developed communication strategies aligned with brand voice and intent.
- Wrote across persuasive, narrative, and research-driven formats—campaign copy, essays, academic writing, long-form editorial—adapting tone and structure to audience and context.
- Edited all client work for clarity, grammar, logic, and brand consistency, ensuring polished, publication-ready deliverables.
- Specialized in cutting to the core argument quickly, calibrating tone precisely, and producing disciplined language that reads as human while serving strategic goals.

January 2011 - December 2020

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

- Tutored undergraduate and high school students in essay writing, thesis development, revision strategy, and high-stakes application writing (personal statements, college admissions).
- Provided intensive editorial support and revision coaching for academic writing projects
- Diagnosed barriers to clear expression and taught argument structure, editing discipline, and time-sensitive communication under pressure.
- Adapted instruction to varied learning styles and subject contexts, including humanities writing and calculus concept coaching.
- Used tailored resources, positive reinforcement, and strategic review to strengthen student confidence, motivation, and academic performance.