

# NICHOLOS PALMER

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## Skills

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Adobe Creative Cloud / Google Workspace / Communication / Web Publishing & Copywriting / Project & Calendar Management (**Monday.com** & **Outlook**) / Cross-functional Collaboration / Office Administration & Team Support / Digital Asset Management / Email Marketing (**Marketo**) / HTML & CSS / Figma / UX Design

## Work Experience

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### Web Coordinator

Carnegie Endowment for International Peace | Washington DC

Oct 2021 – Oct 2024

- Supported Communications Department in proactive organizational communications and marketing strategy, and reactive responses to subscribers' inquiries regarding publications and events.
- Developed external written materials: emails, op-eds descriptions, web and social media copy, event descriptions and presentations.
- Optimized websites and built email marketing campaigns using HTML, CSS and basic JavaScript, achieving **measured success such as a 24% increase in digital readership year over year**.
- Cultivated cross-functional collaboration among marketing, web development, and design teams, **resulting in a 3% enhancement in email click-through rates in Q1-2024 relative to previous quarter**.
- Skillfully incorporated the voice and intent of clients/authors in external content and messaging strategies.
- Liaised with the organization's international counterparts to ensure alignment of communication strategies.
- Assisted with Communication department's administrative needs such as printing and distributing marketing assets, managing weekly and monthly content calendar, and assisting with event logistics.
- Worked alongside a cross-functional team (Marketing, Event, Design, etc) to build email campaigns, to upload marketing content onto the website, and to streamline email marketing support requests.

### Web Steward/Office Assistant

Town Government of Chapel Hill | Chapel Hill, NC

Aug 2019 – Oct 2021

- Supported Human Resources department with communication materials regarding dissemination of employee related information: benefits, insurance, retirement, recruitment, etc.
- Led employee onboarding sessions, tours, Q&As, hiring events and presentations.
- Practiced in confidentiality management, recordkeeping and retrieval, digitization of physical files.
- Answered an average of 50 calls per day consistently achieving 95% customer satisfaction rate.
- Acted as web steward for the HR Department's webpage (update HR related info using Granicus CMS, check for grammatical errors, check for UI/UX errors & refer any HTML bugs to Web Manager).

### Legislative Intern

NC General Assembly | Raleigh, NC

Jan 2019 – May 2019

- Supported State Representative in constituent communications efforts, ranging from explaining legislative agenda and votes to drafting letters relating to legislative updates.
- Served as connective tissue between Representative and fellow caucus members and staff.
- Supported Representative in an administrative capacity, handling standard and miscellaneous office tasks.

## Education

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BrainStation | **Certificate** | UX Design

Dec 2024 – Feb 2025

Wake Technical Community College | **Certificate** | Web Development 1

Mar 2020 – Aug 2020

University of North Carolina at Pembroke | **Bachelor of Arts** | Political Science

Aug 2012 – May 2016