

NICHOLAS PALMER

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EXPERIENCE

Carnegie Endowment for International Peace • Remote

Web Coordinator • Oct 2021 – Oct 2024

- Provided content management, writing, web publishing and email marketing support for the Communications team to highlight Carnegie's scholarly content and policy initiatives.
- Created, previewed and published content across a variety of channels, including websites, email, and social media.
 - Optimized websites and built email marketing campaigns using HTML, CSS, Adobe Marketo and content management systems to implement email marketing best practices achieving measured conversion and success such as **a 24% increase in digital readership year over year**.
- Incorporated user experience principles to improve email delivery and user engagement, resulting in significant business impact such as **a 3% enhancement in email click-through rates in Q1-2024 compared to the previous quarter**.
- Managed email marketing calendars using Monday.com and Outlook to ensure timely marketing campaigns and to collaborate with multiple teams on marketing progress and status.
- Collaborated closely with cross-functional teams such as marketing, web development, and design teams to coordinate creative assets; align content review and approval processes regarding content strategy, brand identity and marketing objectives.

Town of Chapel Hill • Chapel Hill, NC

Web Steward & Office Assistant • Aug 2019 – Oct 2021

- Helped to create a comprehensive redesign of the HR department's webpage, enhancing navigation & user experience, **leading to a 30% reduction in inbound customer calls and an increase in time-on-site**.
- Facilitated effective communication by delivering biweekly status updates to content design and web steward teams, ensuring alignment and fostering a collaborative work environment.
- Played a pivotal role in the development of a new content structure, conducted thorough content audits in adherence to Federal Plain Language Guidelines, and employed Information Architecture principles
- Handled primary administrative tasks for the Human Resources department such as new hire onboarding/orientation, office administration.

SKILLS

HTML · CSS · Bootstrap · basic JavaScript · Marketo · Klaviyo · Shopify · Canva · Adobe Creative Cloud · Figma · Responsive Design · WordPress · CMS · VS Code · Monday.com · Design Thinking · Email Marketing · UX/UI Design · UX Writing · Project Management · Wireframing · Prototyping · Collaboration

Education

[Professional Certificate](#) | User Experience Design | BrainStation • Dec 2024 – Feb 2025

Continuing Education | Web Development I | Wake Tech Community College • Mar 2020 – Aug 2020

Bachelor of Arts | Political Science | University of North Carolina at Pembroke • Aug 2012 – May 2016