

Nicholas Palmer

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SUMMARY

Web operations specialist with 5 years of experience in email marketing, digital asset management and web content production. Previous experience in design operations assistance.

EXPERIENCE

Nov 2024 - *BrainStation /New York, NY*

Feb 2025 **Student**

- Studied UX/UI Design fundamentals and enhanced skills in design thinking, problem-solving tools, wireframing, prototyping, web accessibility standards, design quality assurance and user testing.

Oct 2021 - *Carnegie Endowment for International Peace. /Washington, DC*

Oct 2024 **Web Coordinator**

- Implemented scholar-supplied content within Payload CMS using the organization's design system and components while continuously developing content design strategies, achieving a **24% increase in digital readership year over year.**
- Optimized email campaigns using UX design principles, resulting in a 3% **quarter-over-quarter increase in click-through rates in Q1 2024.**
- Managed on-site content such as homepage banners, landing pages, and call-to-action placements.
- Spearheaded the search for relevant stock and editorial imagery on Getty and iStock and organized them using Canto digital asset management software.
- Used Payload CMS or hardcoded HTML/CSS to perform content and design updates on existing web pages and digital assets, adhering to brand guidelines.
- Assisted in designing templates for email and social media campaigns and applied approved revisions.
- Partnered with designers and web developers to communicate ideas and prioritize layout or design improvements
- Maintained email and event calendars while communicating task progress clearly with scholars, project leads and design team.
- Used Monday.com to schedule, track and manage tasks, timelines, project owners, and approvals.
- Leverage site analytics and performance insights to inform email marketing and content strategies.
- Collaborated on content creation such as blog posts, launch pages, social media copy, email and web copy, event marketing and other customer-facing assets and initiatives.

Aug 2019 - *Town of Chapel Hill / Chapel Hill, NC*

Oct 2021 **Web Steward & Office Assistant**

- Helped to redesign the HR department's webpage by enhancing navigation & identifying UX pain points, **resulting in a 30% decrease in inbound customer calls, while increasing site visits and extended session lengths.**
- 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 and Communications departments.

Jan 2019 - *North Carolina General Assembly. /Raleigh, NC*

May 2019 **Legislative Intern**

- Produced reports, tracked legislation and optimized daily administrative operations and constituent communications.
- Managed Representative's constituent calendar and organized in-person meetings and phone calls.

Mar 2018 - *Central Pines Regional Council. /Durham, NC*

Jun 2018 **Member Services Intern**

- Conducted in-depth technical research on brownfields program implementation for Triangle-area municipalities and produced a detailed best practices handbook for local governments.
- Built and deployed email campaigns using Constant Contact and conducted surveys using SurveyMonkey.

EDUCATION

Nov 2024 - **UX Design Certificate**
Feb 2025 *BRAINSTATION /NEW YORK, NY*

SEPT 2024 - **USABILITY PROFESSIONAL COURSE**
DEC 2024 NORTHEASTERN UNIVERSITY | ONLINE

Mar 2020 - **Continuing Education Course | Web Development I**
Aug 2020 *WAKE TECHNICAL COMMUNITY COLLEGE /RALEIGH, NC*

Aug 2012 - **Bachelor of Arts in Political Science**
May 2016 *UNIVERSITY OF NORTH CAROLINA AT PEMBROKE /PEMBROKE, NC*

SKILLS

- **Technical:** HTML/CSS, basic JavaScript & jQuery, WordPress, Bootstrap 5, Responsive Design, Stack Overflow, Marketo, Canva, Figma, Slack, Webflow, Wix, Monday.com, UX/UI Design, Google Analytics, Adobe Creative Cloud, Pinegrow, Balsamiq, Email Marketing
- **Process-Oriented & Soft Skills:** Project Management, Collaboration, Design Thinking, Deadline Driven, Content Planning and Strategy, Stakeholder Management, Content Management, Workflow Optimization, Adaptability