

Nicholas Palmer

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Professional Highlights

4 years of implementing content strategies and conversion optimization, attaining tangible results:

- Spearheaded a webpage redesign that reduced inbound customer phone calls by 30% and increased time-on-site by improving content design and navigation, effectively directing potential callers to key resources on employer's (**Town of Chapel Hill**) website.
- 20% increase in attendance of 2022 Nuclear Policy Conference after improving UI design of call-to-action prompts on email invites and after optimizing email strategy based on previous conference attendance statistics. (**Employer: Carnegie**)
- 12% increase in email click-through rates in Q1-2024 after analyzing web and email performance regularly and then implementing email list building optimization strategies. (**Employer: Carnegie**)
- 8% increase in email subscribers during 2023, after spearheading email marketing strategy improvement. (**Employer: Carnegie**)

Work Experience

Web Coordinator

Carnegie Endowment for International Peace | Washington, DC

Oct 2021 – Present

- Managed content using HTML/CSS, internal CMS, and Adobe Marketo, driving a 24% increase in digital readership and boosting engagement across key channels.
- Coordinate cross-functional teams in launching global campaigns, ensuring timely and effective communication across different departments resulting in improved workflow strategy.
- Optimize website performance and email marketing strategy by monitoring web analytics and implementing improvements, resulting in increased attendance for the 2022 Nuclear Policy Conference.
- Support the rollout of a new CMS, a project management software and email designs while implementing best practices for content design and user experience
- Learn and research different tools for email and web analytics beyond Google and Marketo Analytics. This resulted in learning Monday.com reporting tools and Splash event marketing analytics.
- Conduct frequent analysis of web performance and email campaigns, set up A/B tests, and identify opportunities for optimization and delivering insights aligned with the team's strategic objectives.
- Produce training materials and facilitate onboarding sessions for new employees on CMS usage resulting in efficient, improving operational support across global teams.

Office Assistant

Town of Chapel Hill | Chapel Hill, NC

Aug 2019 - Oct 2021

- Decreased phone call traffic by 30% by using fundamental user-centered principles to increase the user experience of the Human Resources webpage
- Served as web steward and helped the Town's Information Architecture committee with website layout, SEO best practices, content scheduling, digital assets management and UX/Plain Language research

Core Skills

Adobe CC • HTML/CSS • Figma • Marketo • Monday.com • Splash Event Marketing • Email Marketing • Conversion Optimization • SEO • Project Management • Communication • Responsive Design

Education

Northeastern University | P/T Graduate Certificate | Usability

August 2024-Present

Wake Technical Community College | Certificate | Web Development 1

March 2020-Aug 2020

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

August 2012-May 2016

