Nicholos Palmer

martinpalmer_5@yahoo.com ❖ (631) 386-8618 ❖ New York, NY ❖ [Portfolio] ⚲

Work Experience

Web Coordinator

Carnegie Endowment for International Peace | remote   *Oct 2021 – Present*

- Achieved 20% increase in attendance for Carnegie Endowment's 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.
- Managed content using HTML/CSS and internal CMS, driving a 24% increase in digital readership and boosting engagement across key channels.
- Partner with creative teams to ideate, code, QA, and deploy effective email marketing campaigns
- Maintain the email and content calendar using Monday.com, coordinating closely with cross-functional partners to communicate deliverability updates and ensure alignment with project timelines.
- Collaborate with cross-functional teams in launching global campaigns, ensuring timely and effective communication across different departments resulting in improved workflow strategy.
- Served as the subject matter expert (SME) for email marketing best practices and Marketo platform capabilities internally.
- 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.

Office Assistant

Town of Chapel Hill | Chapel Hill, NC   *Aug 2019 - Oct 2021*

- 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 website.
- Served as web steward and helped the Town's Information Architecture committee with website layout, SEO best practices and digital assets management and UX/Plain Language research.

Projects

Redesign of PackLane.com package design editor

- Identify customer pain point relating to usability of online editor environment and research customer segments impacted by usability improvements
- Develop and ideate proto personas
- Using Figma, created lo-fi wireframe and user journey map describing updated design feature

Skills

Adobe CC • HTML/CSS • Figma • Marketo • Monday.com • Splash Event Marketing • Blender (student) • Email Marketing • Conversion Optimization • SEO • Project Management • Communication • Responsive Design • Detailed-focused • Storytelling • Building Partnerships

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