

Nicholos Palmer

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Work Experience

Web Coordinator

Carnegie Endowment for International Peace | Remote

Oct 2021 – Present

- Manage engaging content for landing pages, including the homepage, articles, email marketing templates, and web applications to ensure content meets target audience expectations
- Plan and execute email marketing campaigns to drive traffic and conversion by enhancing user experience and UI design for email invites and call-to-action campaigns. This strategy resulted in a 20% increase in attendance at Carnegie's [2022 Nuclear Policy Conference](#).
- Achieved 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.
- Optimized content management and email strategies using HTML/CSS, achieving a 24% increase in digital readership and engagement in 2023.
- Conduct performance analysis and A/B testing to identify user behavior trends and optimize web content and email campaigns, driving actionable insights for improving engagement.
- Collaborate closely with internal teams to manage and execute content development, email marketing campaigns and project lifecycles, contributing to global campaigns and ensuring project execution.
- Act as the subject matter expert on email marketing best practices and addressing end-user questions about using marketing software.

Office Assistant

Town of Chapel Hill | Chapel Hill, NC

Aug 2019 – Oct 2021

- Led a webpage redesign to improve navigation and user experience, reducing inbound customer calls by 30% and increasing time-on-site.
- Supported the Town's Information Architecture committee with UX research, focusing on optimizing website layout, content structure, and SEO best practices.
- Participated in user research and plain language initiatives, supporting senior staff and contributing to the improvement of the clarity and usability of online resources.

Skills

Adobe Creative Cloud • HTML/CSS • Figma • Marketo • Monday.com • Splash Event Marketing • Blender (student) • Email Marketing • Conversion Optimization • SEO • Project Management • Communication • Responsive Design • content management systems • 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