Nicholos Palmer

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Work Experience

Web Coordinator
Carnegie Endowment for International Peace | Remote
Oct 2021 – Present

- Enhanced user experience by improving UI design for email invites and call-to-action campaigns, resulting 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.
- Collaborated closely with cross-functional teams to manage and execute email marketing campaigns and project lifecycles, contributing to global campaigns and ensuring project execution.
- 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.
- 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.

Projects

Redesign of PackLane.com package design editor

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

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 • 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