

# Nicholos Palmer

New York, NY

nicholospalmer@gmail.com | portfolio: [nicholospalmer.com](https://nicholospalmer.com)

631-386-8618

## SUMMARY

Web and email marketing specialist with 5+ years' experience in CMS management, user experience, and email strategy. Skilled in digital content management, web content creation and event marketing.

## EXPERIENCE

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- Oct 2021 -  
Oct 2024
- Carnegie Endowment for International Peace. / Washington, DC***  
**Web Coordinator**
- Continuously developed content strategies aligned with SEO and web design optimization, achieving a **24% increase in digital readership year over year.**
  - Implemented UX principles to optimize email campaigns, resulting in measurable business impact **such as a 3% enhancement in email click-through rates in Q1-2024 relative to previous quarter.**
  - Maintained email and event calendars, leveraging past marketing metrics and performance insights to boost attendance by **20% at Carnegie's 2022 Nuclear Policy Conference.**
  - Managed daily updates and partner with developers and technical teams to resolve issues.
  - Oversaw Payload CMS operations and used Monday.com to schedule and track tasks, timelines, owners, and approvals.
  - Assisted with monitoring website performance, analyzing visitor behavior, documenting user errors and informing teams about updates.
  - Contributed to content projects, including blog posts, launch pages, social media copy, email production and web copy, event marketing and other customer-facing assets and initiatives.
  - Collaborated closely with marketing, design, social media and development teams to coordinate creative assets, optimize SEO and content strategies, and review content intake and approval processes, ensuring content is aligned with brand tone and messaging.
- Aug 2019 -  
Oct 2021
- Town of Chapel Hill. / Chapel Hill, NC***  
**Web Steward & Office Assistant**
- Helped to redesign the HR department's webpage by enhancing navigation & user experience, **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 -  
May 2019
- North Carolina General Assembly. / Raleigh, NC***  
**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 -  
Jun 2018
- Central Pines Regional Council. / Durham, NC***  
**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

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- Nov 2024 -  
Feb 2025
- UX Design Certificate**  
*BRAINSTATION / NEW YORK, NY*
- Mar 2020 -  
Aug 2020
- Continuing Education Course | Web Development I**  
*WAKE TECHNICAL COMMUNITY COLLEGE / RALEIGH, NC*
- Aug 2012 -  
May 2016
- Bachelor of Arts in Political Science**  
*UNIVERSITY OF NORTH CAROLINA AT PEMBROKE / PEMBROKE, NC*

## **SKILLS**

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- Technical: HTML/CSS, basic JavaScript, Bootstrap, Marketo, Canva, Figma, WordPress, Wireframing & Prototyping, Monday.com, UX/UI Design, Google Analytics, Moderated User Testing, Email Marketing
- Process-Oriented & Soft Skills: Project Management, GDPR and WCAG Compliance, Collaboration, Design Thinking, Content Planning and Strategy, Stakeholder Management, Content Management, Adaptability