Nicholos Palmer

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Work Experience

Web Coordinator
Carnegie Endowment for International Peace | Remote
Oct 2021 – Oct 2024

- Produced digital content and optimize websites and email marketing campaigns using HTML and CSS, achieving a 24% increase in digital readership and engagement in 2023.
- Improved user experience by optimizing call-to-action (CTA) designs and placement for email invites, 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 metrics regularly and then implementing email list building optimization strategies.
- Spearhead the creation of new workflows and systems among teams to improve project delivery and to solve the most important problems.
- Collaborate daily with internal teams and stakeholders, across disciplines, manage and execute email marketing campaigns, project lifecycles and digital communication strategies
- Perform QA testing and conduct A/B testing and applied performance insights to refine engagement strategies, enhancing the usability of website and email experiences.
- Give and solicit feedback from web and design teams comprising developers, web designers and editors

Office Assistant and Web Steward
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.
  - Develop a new content structure, execute content audits against Federal Plain Language Guidelines, and engage in web writing using Information Architecture principles as a guide.
- Supported the Town's Information Architecture committee with, focusing on optimizing website layout, content structure, and SEO best practices.

Projects

Redesign of PackLane.com package design editor (see portfolio)
- 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 wireframes and user journey maps describing updated design features

Skills

Adobe Creative Cloud • HTML/CSS • Web Design • Figma • Marketo • Monday.com • Email Marketing • Content Management Systems • SEO • Project Management • Collaboration • Mobile-first 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