

NICHOLAS PALMER

nicholospalmer@gmail.com | 704-414-0302 | New York, NY | nicholospalmer.com

EXPERIENCE

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

- Provide administrative support for the broader comms team, including email scheduling, web content updates, handling correspondence from scholars, and responding to requests for troubleshooting CMS.
- Contributed to the growth of the organization's email marketing practice, including developing strategy, guidelines, design operations and processes that helped to improve overall content strategy.
- Created, previewed and published content across a variety of channels, including websites, email, and social media.
 - Optimized websites and built email marketing campaigns using HTML, CSS and Adobe Marketo Ensured emails follow design best practices which resulted in significant achievements such as **a 3% enhancement in email click-through rates in Q1-2024 compared to the previous quarter.**
- Incorporated user experience principles to improve email delivery, web content updates and user engagement, resulting in significant business impact such as **a 24% increase in digital readership year over year.**
- Managed email marketing and project management calendars using Monday.com and Outlook to ensure timely marketing campaigns and to collaborate with multiple teams on marketing progress.
- Collaborated closely with cross-functional teams such as marketing, web development, and design teams to coordinate creative assets; align content review and approval processes regarding content strategy, brand identity and marketing objectives.

Town of Chapel Hill • Chapel Hill, NC Web Steward & Office Assistant • Aug 2019 – Oct 2021

- Handled primary administrative tasks for the Human Resources department such as:
 - Executing new hire onboarding/orientation,
 - Escalated in-depth inquiries relating to health benefits, workers' compensation, FMLA and retirement policies.
 - Managed reception desk and fielded incoming calls from the public regarding Town services and operations
- Helped to create a comprehensive redesign of the HR department's webpage, enhancing navigation & user experience, **leading to a 30% reduction in inbound customer calls and an increase in time-on-site.**
- 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

SKILLS

Office Admin, Note Taking, Verbal & Written Communication, Time Management, Collaboration & Teamwork, Problem-Solving, Multitasking in Fast-Paced Environments, HTML, CSS, basic JavaScript, Marketo, Canva, Adobe Creative Cloud, Figma, WordPress, Monday.com, Email Marketing, UX/UI Design, Project Management

Education

Professional Certificate | User Experience Design | BrainStation • Dec 2024 – Feb 2025

Continuing Education | Web Development I | Wake Tech Community College • Mar 2020 – Aug 2020

Bachelor of Arts | Political Science | University of North Carolina at Pembroke • Aug 2012 – May 2016