

Nicholos Palmer

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Work Experience

Web Coordinator

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

- Optimized websites and build email marketing campaigns using HTML and CSS, achieving measured success such as a 24% increase in digital readership and engagement in 2023.
- Improved user experience by using usability principles to optimize call-to-action (CTA) campaigns and email designs, resulting in significant achievement such as 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, to 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.
- Collaborated with external stakeholders and internal teams to conduct digital product brainstorming, concept development

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.

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