

Nicholos Palmer

martinpalmer_5@yahoo.com
nicholospalmer3829.myportfolio.com
704-414-0302
New York, NY

SUMMARY

Creative content manager with years of experience organizing digital assets, creating web-based content, building email marketing campaigns, improving webpage usability, and learning new creative software. Budding usability expert, 3d modeler, and poet.

SKILLS

Adobe CC • HTML/CSS • Figma • Marketo • Monday.com • Splash Event Marketing • Blender (student) • Email Marketing • Conversion Optimization • SEO • Project Management • Communication • Responsive Design

EDUCATION

Northeastern University
P/T Graduate Certificate in Usability
August 2024-Present

Wake Technical Community College
Certificate in Web Development 1
March 2020-Aug 2020

University of North Carolina at Pembroke
Bachelor of Arts in Political Science
August 2012-May 2016

WORK EXPERIENCE

Web Coordinator

Oct 2021 – Present
Carnegie Endowment for International Peace | remote

- Achieved an 8% increase in email subscribers during 2023, after spearheading email marketing strategy improvement.
- Manage content using HTML/CSS and Payload CMS, contributing to a 24% increase in digital readership in 2023.
- Achieved a 20% increase in attendance of 2022 Nuclear Policy Conference event after incorporating UX discoverability principles (i.e. improving call-to-action prompts and component hierarchy in email design)
- Coordinate cross-functional teams in launching global campaigns, ensuring timely and effective communication across different departments resulting in improved workflow strategy.
- Optimize website performance and email marketing strategy by monitoring web analytics and identify opportunities for optimization and delivering insights aligned with the team's strategic objectives
- Produce training materials and facilitate onboarding sessions for new employees on CMS usage resulting in efficient, improving operational support across global teams.

Office Assistant

Aug 2019 - Oct 2021
Town of Chapel Hill | Chapel Hill, NC

- Achieved 30% decrease in inbound customer phone calls and an increase in user time-on-site after spearheading website redesign for local government website
- Served as web steward and helped the Town's Information Architecture committee with website layout, SEO best practices, content scheduling, digital assets management and UX/Plain Language research

What I
hope to
achieve