

# Nicholos Palmer

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Hiring Team  
207 E Buffalo St  
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Dear Hiring Team,

Imagine a bustling town, filled with residents looking for information, answers, and connections to their community. Now picture the frustration when that information is buried in a maze of links, hidden behind confusing menus, or buried beneath layers of jargon. This was the challenge I faced as an Office Assistant/Web Steward at the Town of Chapel Hill. But it was also an opportunity—a chance to transform the way people interact with their local government.

I was already developing a passion for creating seamless user experiences and, to further grow that passion, I enrolled in the Communications Manager and the Deputy Town Manager's [efforts of creating a more user-friendly government website](#). It wasn't just about a sleeker look; it was about rethinking how people navigated the site. By focusing on simplicity and the principles of Plain Language and Information Architecture, I assisted in significantly reducing inbound customer calls by 30%—a clear sign that people were finding what they needed without frustration. And the bonus? Users were spending more time exploring the site, discovering resources they hadn't noticed before.

How does this apply to the Digital Content Manager/Strategist role? I strongly believe that the experiences I garnered from collaborating with learned coworkers, stakeholders and vendors on projects related to digital communications and strategy support my candidacy.

Additionally, having worked largely in government and nonprofit organizations, I hope to bring a solid sense of civic purpose to this role and to contribute to FV@W's mission to expand family-friendly workplace policies.

I look forward to discussing my qualifications in more detail. Thank you for your time and consideration.

Sincerely,  
Nicholos Palmer