NICHOLOS PALMER

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nicholospalmer.com

Skills

Technical Skills: Adobe Creative Cloud, Google Workspace, HTML & CSS, JavaScript, Figma, Balsamiq, VS Code, UX & UI Design, Google Analytics, basic Bootstrap, Mobile-first Design, Wireframing & Prototyping, Asset Management, Email Marketing (Marketo), CMS & Web Builders (WordPress, Wix, Pinegrow, Webflow)

Soft Skills: Cross-functional Collaboration, Communications, Time Management, Team Support, Presentation

Work Experience

Web Coordinator
Carnegie Endowment for International Peace | Washington DC (Hybrid) | Oct 2021 – Oct 2024

- Optimized websites and built email marketing campaigns using HTML, CSS and basic JavaScript, achieving **measured success such as a 24% increase in digital readership year over year.**
- Cultivated cross-functional workflow improvement across marketing, web development, and design teams, **resulting in a 3% enhancement in email click-through rates in Q1-2024 relative to previous quarter**.
- Collaborated with cross-functional teams to strategize end-to-end concepts, design, and production for marketing landing pages and other collateral, delivering high quality designs.
- Helped to test, iterate, and optimize designs across organization's websites, working with marketing, outreach, web development and design teams to consistently deliver and improve business results.
- Presented email designs, landing page mockups and marketing pages to stakeholders and iterated based on feedback while adhering to organization's style guides, branding and design systems.
- Balanced multiple projects with tight timelines using Monday.com and the waterfall project management method.
- Evolved and expanded email designs by developing new, effective layouts and call-to-action components.
- Worked alongside a cross-functional team web producers, engineers, and designers to build email campaigns, to upload marketing content onto the website, and to streamline email marketing support requests.
- Acted as an administrator for the content management system, including troubleshooting errors and bugs, actively listen to users, and investigate issues.

Web Steward/Office Assistant
Town Government of Chapel Hill | Chapel Hill, NC | Aug 2019 – Oct 2021

- Acted as web steward for the HR Department's webpage (update HR related info using Granicus CMS, check for grammatical errors, check for UI/UX errors & refer any HTML bugs to Web Manager).
- Spearheaded a comprehensive webpage redesign, enhancing navigation and user experience, which led to a **30% reduction in inbound customer calls and a significant increase in time- on-site**, demonstrating a deep understanding of user-centric design principles.
- Supported Human Resources department with communication materials regarding dissemination of employee related information: benefits, insurance, retirement, recruitment, etc.
- Answered an average of 50 calls per day consistently achieving 95% customer satisfaction rate.

Education

University of North Carolina at Pembroke | **Bachelor of Arts** | Political Science	Aug 2012 – May 2016	
Wake Technical Community College | **Certificate** | Web Development 1	Mar 2020 – Aug 2020	
BrainStation | **Certificate** | User Experience Design	Dec 2024 – Feb 2025	