

NICHOLAS PALMER

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EXPERIENCE

Web Coordinator

Carnegie Endowment for International Peace | Washington DC

Oct 2021 – Oct 2024

- Improved user experience by implementing 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.
- Optimized websites and build email marketing campaigns using HTML, CSS and basic JavaScript, achieving measured success such as a 24% increase in digital readership and engagement in 2023.
- Achieved 3% increase in email click-through rates in Q1-2024 relative to Q4-2023 after analyzing web and email metrics regularly and then implementing email list management optimization strategies.
- Collaborated with design team to ideate and brainstorm on mockups of email designs ensuring they are visually appealing, free of UI debt, and follow organization style guides, branding and business goals.
- Served as contact person for email marketing best practices and ensured that email design retains consistency across all platforms.
- Closely collaborated with marketing, web development and design teams to ideate, facilitate developer send off, communicate concepts, navigate ambiguity, and improve systems.
- Measured and reported on effectiveness of campaign: QA, build A/B tests and apply performance insights to refine engagement strategies and audience segmentation.
- Evaluated new and emerging email technologies and communicated novel ideas with cross-functional teams such as design, outreach and web teams to pressure test ideas, promote efficiency, and incorporate feedback.

Office Assistant & 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.
 - Supported the Town's Information Architecture committee with, focusing on optimizing website layout, content structure, content audits, and building SEO best practices.

Legislative Intern

NC General Assembly | Raleigh, NC

Jan 2019 – May 2019

- Read constituent mail; wrote and edited constituent responses and other correspondence on behalf of Representative
- Greeted and assisted constituents, visitors, and other employees reporting to the Representative's office.

Member Services Intern

Triangle J Council of Governments | Durham, NC

Mar 2018 – Jun 2018

- Collaborated with Engagement Specialist and Co-Director to streamline communication efforts.
- Used Constant Contact Forms to send surveys, collect data and recommend actionable insights.

SKILLS

Adobe Creative Cloud • WordPress • HTML/CSS • Figma • Marketo • Monday.com • Email Marketing • Content Management Systems • Research • SEO • Project Management • Collaboration • Design Thinking • Web Design

EDUCATION

BrainStation | Evening Certificate | User Experience Design

Decemeber 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

