

NICHOLAS PALMER

nicholospalmer@gmail.com | 704-414-0302 | New York, NY | portfolio: nicholospalmer.com

EXPERIENCE

- **Carnegie Endowment for International Peace • Washington DC**
Web Coordinator • Oct 2021 – Oct 2024

Optimized web content performance using HTML, CSS and user experience principles achieving measured conversion and success such **as a 24% increase in digital readership year over year.**

Worked with social media teams to write copy and ensure that social media campaigns aligned with emails in terms of branding, strategy and content posting.

Built responsive emails, and incorporated email marketing best practices to improve content performance and engagement, **resulting in significant business impact including a 20% increase in attendance at Carnegie's 2022 Nuclear Policy Conference.**

Managed marketing calendars using Monday.com to ensure timely marketing campaigns and to collaborate with multiple teams on marketing progress and status.

Cultivated cross-functional collaboration among marketing, web development, and design teams to drive subscriber acquisition, coordinate creative assets and align expectations, **resulting in measured success such as a 3% enhancement in email click-through rates in Q1-2024 relative to previous quarter.**

- **Town of Chapel Hill • Chapel Hill, NC**
Web Steward & Office Assistant • Aug 2019 – Oct 2021

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,**

Facilitated effective communication by delivering biweekly status updates to content design and web steward teams, ensuring alignment and fostering a collaborative work environment.

Played a pivotal role in the development of a new content structure, conducted thorough content audits in adherence to Federal Plain Language Guidelines, and employed Information Architecture principles to guide web writing, contributing to a cohesive digital content strategy.

EDUCATION

Professional Certificate | User Experience Design
BrainStation • 2024

Professional Course | Usability
Northeastern University • 2024 -2025

Certificate | Web Development I
Wake Tech Community College • 2020 - 2020

BA | Political Science
University of North Carolina at Pembroke • 2012 – 2016

PAST PROJECTS

Redesign of PackLane.com design editor • Sep 2024
Northeastern University | Professional Course | Usability

Researched and identified customer pain points relating to usability of the PackLane online editor.

Developed personas, empathy maps, and user flows.

Conducted closed card sorting sessions in person and using Optimal Workshop UX Research tool.

Used Figma, and Wireframe.cc to build compelling lo-and hi-fidelity wireframes and user journey maps, creatively describing design features.

Conducted moderated, scenario-based usability tests with users

SKILLS

Adobe Creative Cloud / HTML & CSS / JavaScript /
Bootstrap / Figma / Wireframing / Prototyping /
Empathy Maps / UI Style Guides / Content Design /
Marketo / Mailchimp / Monday.com / Email Marketing /
Content Management Systems / Google Analytics / SEO /
Project Management / Notion / Collaboration /
Mobile-first Design / Design Thinking / TikTok /
Shopify (My own store)