

NICHOLAS PALMER

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SKILLS

Adobe Creative Cloud • HTML/CSS • JavaScript • Figma • Wireframing • Empathy Maps • Content Design • Marketo • Monday.com • Email Marketing • Content Management Systems • SEO • Project Management • Collaboration • Mobile-first Design • Design Thinking • Research Methods •

EXPERIENCE

Web Coordinator

Carnegie Endowment for International Peace | Washington DC | Full Time – 40hrs/week Oct 2021 – Oct 2024

- Improved user experience by using 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 and CSS, 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.
- Work collaboratively with cross-functional teams to design, brainstorm and deploy email campaigns and event marketing.
- Collaborated daily with internal Marketing teams and other stakeholders to verify accurate grammar and information and to ensure alignment of brand identity.
- Measured and reported on effectiveness of campaign: QA, build A/B tests and apply performance insights to refine engagement strategies and audience segmentation.
- Evaluate new and emerging email technologies and communicate 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 | Full Time – 40hr/week

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 development of a new content structure, executed content audits against Federal Plain Language Guidelines, and engaged in web writing using Information Architecture principles as a guide.
- Assisted in developing Human Resources policies, plans, and procedures in office administration.

PROJECTS

Redesign of PackLane.com package design editor

- Identify customer pain points relating to usability of the online editor environment and research customer segments impacted by usability improvements.
- Develop and ideate proto personas and empathy maps.
- Conduct closed card sorting sessions in person and using Optimal Workshop UX Research tool.
- Using Figma, Visily and Wireframe.cc to build wireframes and user journey maps describing updated design features.

EDUCATION

Northeastern University | Graduate Certificate/MA | Usability -Digital Media

Aug 2024-Current

Wake Technical Community College | Certificate | Web Development

Mar 2020 – Aug 2020

University of North Carolina at Pembroke | Bachelor of Arts | Political Science

Aug 2012 – May 2016