

NICHOLAS PALMER

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EXPERIENCE

Carnegie Endowment for International Peace • Washington DC

Web Coordinator • Oct 2021 – Oct 2024

- Managed email and event calendars, leveraging past marketing metrics to boost attendance by **20% at Carnegie's 2022 Nuclear Policy Conference**.
- Implemented user experience principles to optimize email campaigns, resulting in measurable business impact **such as a 3% enhancement in email click-through rates in Q1-2024 relative to previous quarter**.
- Continuously developed content strategies aligned SEO and web design optimization, achieving a **24% increase in digital readership year over year**.
- Organized coordination meetings in preparation for stakeholder and client onboarding and planning.
- Designed webpages using HTML, CSS and content management systems while adhering to branding guidelines.
- Performed, under minimal supervision, the full range of office and administrative support for the Communications department.
- Collaborated closely with both domestic and international cross-functional teams such as marketing, web development, and design teams to coordinate creative assets; align content review and approval processes regarding content strategy, brand identity and marketing objectives.

Town of Chapel Hill • Chapel Hill, NC

Web Steward & Office Assistant • Aug 2019 – Oct 2021

- Performed primary administrative tasks for the Human Resources and Communications departments.
- Played a pivotal role in the development of new workflow systems and administrative processes ranging from folder management and digitization of physical files.
- Helped to create a comprehensive redesign of the HR department's webpage, enhancing navigation & user experience, **leading to a 30% reduction in inbound customer calls and an increase in time-on-site**.

North Carolina General Assembly • Raleigh, NC

Legislative Intern • Jan 2019 – May 2019

- Managed the Representative's calendar, scheduled meetings and telephone calls, and maintained the official's physical/digital folders.
- Produced reports, tracked legislation and optimized daily administrative operations and constituent communications.
- Managed Representative's constituent calendar and organized in-person meetings and phone calls.
- Compiled itemized lists of requests and constituent correspondence while acting as focal point for incoming scheduling requests and invitations

Central Pines Regional Council • Durham, NC

Member Services Intern • Mar 2018 – Jun 2018

- Conducted in-depth technical research on brownfields program implementation for Triangle-area municipalities and produced a detailed best practices handbook for local governments.

Competencies

Office and Administrative Support, Deadline-oriented, Strong Work Ethic, Project Management, Scheduling, Team Work, Collaboration, Planning and Organizing, HTML, CSS, basic JavaScript, Canva, Figma, WordPress, Monday.com, UX/UI Design, Google Analytics, SEO, Project Management, Email Marketing, Web Design

Education

Professional Certificate | User Experience Design | BrainStation • Dec 2024 – Feb 2025

Continuing Education | Web Development I | Wake Tech Community College • Mar 2020 – Aug 2020

Bachelor of Arts | Political Science | University of North Carolina at Pembroke • Aug 2012 – May 2016