

Dear Hiring Team,

I believe I am a suitable candidate for the role of **Coordinator, Marketing Operations**. My experience as a Web Coordinator at the Carnegie Endowment for International Peace has equipped me with expertise in email marketing campaigns, email design, calendaring, and web content management.

A significant highlight of my career was working on the email campaign strategy for Carnegie's 2022 Nuclear Policy Conference, a large-scale event. This initiative required extensive collaboration with a diverse group of stakeholders, including scholars, program assistants, event managers, back-end developers, designers, social media teams, and marketing staff. I worked closely with these groups to gather input, align expectations, and execute a cohesive communication strategy.

In this role, I utilized Marketo to design and deploy email campaigns, often incorporating HTML/CSS to ensure precise customization. I partnered with editors and copywriters to create user-centric content, meticulously crafting call-to-action prompts to optimize conversion rates. Additionally, I enhanced the calendaring process by analyzing past conference email data to identify optimal send times. I then coordinated email schedules with stakeholders to ensure transparency and alignment.

The campaign lifecycle involved segmenting emails based on their purpose, including RSVPs, reminders, publications, event logistics, speaker highlights, and post-event communications. By leveraging data from previous conferences, I refined strategies to optimize email performance and improve audience reach and segmentation.

Throughout the project, I ensured compliance with data privacy regulations, including GDPR, while implementing effective list-building and management practices. The results of these efforts were significant: attendance at the 2022 Nuclear Policy Conference increased by 20% compared to the previous event.

I am confident that my experience bolsters my candidacy for this role. Thank you for considering my application. I look forward to discussing how my qualifications may benefit Asia Society's marketing operations.

Sincerely,

Nicholos Palmer