

Nicholos Palmer

nicholospalmer@gmail.com ♦ (704) 414-0302 ♦ New York, NY

Dear Hiring Team,

I believe I am a strong candidate for the Communications Specialist role at GoRail. With a background in web content management, web design, and email marketing, I understand the importance of implementing effective communication strategies tailored to diverse channels. Additionally, I have a strong interest in logistics and rail policy. I am a firm believer in civic-minded duty, having worked in both local government and the think tank sectors. This aligns closely with GoRail's principle that "all politics is local" and underscores the importance of connecting elected representatives with their constituents.

To give an example of how I can contribute to GoRail's website strategy, as a web steward at the Town of Chapel Hill, I enrolled in the Deputy Town Manager's efforts of creating a more [user-friendly local government](#) website. It wasn't just about a sleeker look; it was about rethinking how people navigated the site. By focusing on simplicity and the principles of [Plain Language](#) and [Usability](#), I assisted in significantly reducing inbound customer calls by 30%—a clear sign that people were finding what they needed without frustration. And the bonus? Users were spending more time exploring the site, discovering resources they hadn't noticed before. The result? A [website](#) that not only serves as a resource but also feels intuitive, accessible, and enjoyable to use.

I believe this experience provides a preview on how my qualifications can be beneficial to this role. I welcome the opportunity to elaborate on how I can be an asset to GoRail's efforts to grow its advocacy and to tell the local story of freight rail.

Sincerely,

Nicholos Palmer