

# NICHOLOS PALMER

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## EXPERIENCE

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### Carnegie Endowment for International Peace • Remote

Web Coordinator • Oct 2021 – Oct 2024

- 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.**
- Managed email and event calendars, leveraging past marketing metrics to boost attendance by **20% at Carnegie's 2022 Nuclear Policy Conference.**
- Designed webpages using HTML, CSS and content management systems while adhering to branding guidelines.
- Provide administrative support for the broader Comms team, including email scheduling, web content updates, handling correspondence from scholars, and responding to requests for troubleshooting CMS.
- 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

- 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.**
- 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.
- Handled primary administrative tasks for the Human Resources and Communications departments.

### North Carolina General Assembly • Raleigh, NC

Legislative Intern • Jan 2019 – May 2019

- Represented State House member Verla Insko during legislative hearings taking notes and correspondence.
- 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.

### 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.
- Built and deployed email campaigns using Constant Contact and conducted surveys using SurveyMonkey

## SKILLS

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Adobe Creative Cloud, HTML, CSS, basic JavaScript, Bootstrap, Marketo, Klaviyo, Canva, Figma, WordPress, Monday.com, UX/UI Design, Google Analytics, SEO, Project Management, Email Marketing, Web Design, Wireframing & Prototyping, Collaboration, Design Thinking, Moderated User Testing

## Education

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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