

NICHOLOS PALMER

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EDUCATION

Northeastern University | Graduate Certificate | Usability

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

EXPERIENCE

Web Coordinator

Carnegie Endowment for International Peace | Washington DC

Oct 2021 – Oct 2024

- Improved user experience by using usability principles to optimize call-to-action (CTA) campaigns and emails, resulting in key achievements 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.
- Identify and implement operational efficiencies that improve the Communication team's marketing efforts.
- Work collaboratively with cross-functional teams to manage, design, brainstorm and deploy email campaigns and event marketing.
- Researched, measured and reported on analytics of campaigns: QA, built A/B tests and applied performance insights to refine engagement strategies and audience segmentation.

Office Assistant & Web Steward

Town of Chapel Hill | Chapel Hill, NC

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.
- Oversaw Human Resources' new hire onboarding procedures including screening interviews, and assisted with the execution of employee benefits, recruitment and leave policies.

Legislative Intern

NC General Assembly | Raleigh, NC

Jan 2019 – May 2019

- Organize and maintain legislative data and follow standard operating procedure regarding constituent communications.
- Greeted and assisted constituents, visitors, and other employees reporting to the Representative's office.

Member Services Intern

Triangle J Council of Governments | Durham, NC

Mar 2018 – Jun 2018

- Used Constant Contact to import email addresses into contact management and to verify existing contacts.
- Set up short surveys in SurveyMonkey.

ACADEMIC 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.
- Conduct card sorting sessions in-person by giving participants initial instructions and using Optimal Workshop UX Research tool for remote participant.

SKILLS

Adobe Creative Cloud • HTML/CSS • Figma • Optimal Workshop • Project Management • Design Thinking • Research Methods • Monday.com • Email Marketing • Multi-tasking • SEO • Collaboration