

# NICHOLOS PALMER

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## EXPERIENCE

### Web Coordinator

Carnegie Endowment for International Peace | Washington DC

Oct 2021 – Oct 2024

- 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.
- Improved user experience by using usability principles to optimize call-to-action (CTA) campaigns and email designs, resulting in significant achievement such as a 20% increase in attendance at Carnegie's 2022 Nuclear Policy Conference.
- Achieved 3% increase in email click-through rates in Q1-2024 relative to Q4-2023 after analyzing web and email metrics regularly and then implementing email list management optimization strategies.
- Assisted in updating and maintaining content on the organization's website and ensure accurate information
- Collaborated daily with internal Marketing teams and other stakeholders to verify accurate grammar and information and to create compelling and engaging email content.
- Measured and reported on effectiveness of campaign: QA, build A/B tests and apply performance insights to refine engagement strategies and audience segmentation.
- Managed email calendar while working with Creative teams to approve and coordinate visually appealing email templates and other digital assets such as hero images, call-to-action buttons and style guides.

### 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.
- Supported the development of a new content structure, executed content audits against Federal Plain Language Guidelines, and engaged in web writing using Information Architecture principles as a guide.

### Legislative Intern

NC General Assembly | Raleigh, NC

Jan 2019 – May 2019

- Tracked bills and other legislative items using GOVTRACK and NCSL databases.
- 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

- Collaborated with Engagement Specialist and Co-Director to streamline communication efforts.
- Used Constant Contact to import email addresses into contact management and to verify existing contacts.
- Provide support in the planning and execution of digital events and campaigns.

## SKILLS

Adobe Creative Cloud • WordPress • HTML/CSS • Splash • Figma • Marketo • Monday.com • Email Marketing • Content Management Systems • SEO • Project Management • Collaboration • Mobile-first Design • Design Thinking

## EDUCATION

Northeastern University | P/T Professional 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