NICHOLOS PALMER

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EXPERIENCE

Carnegie Endowment for International Peace • Remote
Web Coordinator • Oct 2021 – Oct 2024

- Optimized websites, developed website graphics and implemented page updates:
    - Used CMS, Adobe Illustrator, HTML and CSS to build/update webpages and email campaigns.
- Used Marketo to implement email marketing best practices and analyze campaign metrics, achieving measured conversion and success such **as a 24% increase in digital readership year over year**.
- Designed and coded responsive emails, incorporating user design principles to optimize delivery and user engagement, resulting in significant business impact such as **a 3% enhancement in email click-through rates in Q1-2024 relative to previous quarter.**
- Managed email marketing calendars using Monday.com and Outlook to ensure timely marketing campaigns and to collaborate with multiple teams on marketing progress and status.
- Cultivated cross-functional collaboration among marketing, web development, and design teams to coordinate creative assets and align expectations regarding 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**.
- Facilitated effective communication by delivering biweekly status updates to content design and web steward teams, ensuring alignment and fostering a collaborative work environment.
- Handled primary administrative tasks for the Human Resources department such as new hire onboarding/orientation, office administration.
    - **Answered an average of 50 calls daily consistently achieving 95% customer satisfaction rate**

SKILLS

HTML · CSS · Bootstrap · basic JavaScript · Marketo · Klaviyo · Adobe Creative Cloud · Figma · Responsive Design · WordPress · CMS · VS Code · Monday.com · Design Thinking · Email Marketing · UX/UI Design · Project Management · Wireframing · Prototyping · Collaboration

Education

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