

NICHOLAS PALMER

nicholospalmer@gmail.com | 704-414-0302 | New York, NY | [portfolio](#)

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

- Achieved 12% increase in email click-through rates in Q1-2024 after analyzing web and email performance regularly and then implementing email list building optimization strategies.
- Optimized content publication and email strategies by coding with HTML/CSS, achieving a 24% increase in digital readership and engagement in 2023.
- Enhanced user experience by improving UI design for email invites and call-to-action campaigns, resulting in a 20% increase in attendance at Carnegie's [2022 Nuclear Policy Conference](#).
- Engaged in multiplatform content creation and publications ranging from email campaigns, web, and other digital campaigns to events and presentations.
- Acted as go-to person for email marketing best practices, content calendar management, and for trouble shooting/escalating content management software errors and issues.
- Spearheaded and executed email marketing strategy while optimizing audience segmentation techniques and list building strategy with research and analytics.
- Collaborated with cross-functional teams to manage, design, brainstorm and deploy email campaigns, event marketing and design ideas for online publications.
- 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

- Organized and maintained legislative data and follow guidelines 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.
- Used project and communication tools like SurveyMonkey to participate in event planning and promotion.
- Created educational content on the topic of brownfields redevelopment for publication and distribution for local governments.

SKILLS

Adobe Creative Cloud • HTML/CSS • Figma • Canva • Marketo • WordPress • Monday.com • Google Analytics • Wireframing • Optimal Workshop • VS Code • Project Management • Design Thinking • Research Methods • Monday.com • Email Marketing • Multi-tasking • SEO • Collaboration