

Nicholos Palmer

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Work Experience

Web Coordinator

Carnegie Endowment for International Peace | Remote

Oct 2021 – Present

- 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](#).
- 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.
- Optimize web content, front-end production of digital projects, and email marketing campaigns by using HTML and CSS, achieving a 24% increase in digital readership and engagement in 2023.
- Working closely with internal teams and stakeholders to manage and execute email marketing campaigns, project lifecycles and digital communication strategies
- Use Marketo email marketing platform to conduct performance analysis and A/B testing to identify recipient behavior and drive actionable insights for improving engagement.
- Assist communications teams with image editing to create hero and in-text images and UI components.
- Act as the subject matter expert on email marketing best practices and address end-user questions about using marketing platform.

Office Assistant and 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 Town's Information Architecture committee with UX research, focusing on optimizing website layout, content structure, and SEO best practices.
- Participated in user research and plain language initiatives, supporting senior staff and contributing to the improvement of the clarity and usability of online resources.

Projects

Redesign of PackLane.com package design editor (see [portfolio](#))

- Identify customer pain points relating to usability of the online editor environment and research customer segments impacted by usability improvements
- Develop and ideate proto personas and empathy maps
- Using Figma to create lo-fi wireframe and user journey map describing updated design feature

Skills

Adobe Creative Cloud • HTML/CSS • Figma • Marketo • Monday.com • CapCut • Blender (student) • Email Marketing • Conversion Optimization • SEO • Project Management • Communication • Responsive Design • Detail-focused • Storytelling • Building Partnerships

Education

Northeastern University | P/T Graduate Certificate | Usability

August 2024-Present

Wake Technical Community College | Certificate | Web Development 1

March 2020-Aug 2020

University of North Carolina at Pembroke | Bachelor of Arts | Political Science

August 2012-May 2016