**NICHOLOS PALMER**[nicholospalmer@gmail.com](mailto:nicholospalmer@gmail.com) | New York, NY | 704 414 0302 | **nicholospalmer.com**

**Professional Summary\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Detail-oriented communications specialist with experience in communication, content and email marketing strategies. Skilled in executing high-visibility campaigns & crafting compelling narratives that drive engagement.   
 **Skills\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Adobe Creative Cloud **/** Google Workspace **/** Web Publishing & Copywriting **/** Project & Calendar Management (Monday.com & Outlook) **/** Content Management Systems **/** Office Administration & Team Support **/** Digital Asset Management **/** Collaboration **/** Email Marketing (Marketo) **/** HTML & CSS **/** Figma  **Work Experience\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
Web Coordinator**  
Carnegie Endowment for International Peace | Washington DC  
Oct 2021 – Oct 2024

* Supported Communications Department in proactive organizational communications and marketing strategy, and reactive responses to subscribers’ inquiries regarding publications and events.
* Developed external written materials: emails, op-eds descriptions, web and social media copy, event descriptions and presentations.
* Optimized websites and built email marketing campaigns using HTML, CSS and basic JavaScript, achieving **measured success such as a 24% increase in digital readership year over year**.
* Cultivated cross-functional collaboration among marketing, web development, and design teams, **resulting in a 3% enhancement in email click-through rates in Q1-2024 relative to previous quarter**.
* Skillfully incorporated the voice and intent of clients and authors in external content and messaging strategies.
* Liaised with the organization’s international counterparts to ensure alignment of communication strategies.
* Assisted with Communication department’s administrative needs such as printing and distributing marketing assets, managing weekly and monthly content calendar, and assisting with event logistics.
* Worked alongside a cross-functional team (Marketing, Event, Design, etc) to build email campaigns, to upload marketing content onto the website, and to streamline email marketing support requests.
* Acted as an administrator for the content management system, including troubleshooting errors and bugs, practicing active listening to users, and investigating issues.

**Web Steward/Office Assistant**  
Town Government of Chapel Hill | Chapel Hill, NC  
Aug 2019 – Oct 2021

* Supported Human Resources department with communication materials regarding dissemination of employee related information: benefits, insurance, retirement, recruitment, etc.
* Led employee onboarding sessions, tours, Q&As, hiring events and presentations.
* Engaged in confidentiality management, recordkeeping and retrieval, digitization of physical files.
* Answered an average of 50 calls per day consistently achieving 95% customer satisfaction rate.
* Acted as web steward for the HR Department’s webpage (update HR related info using Granicus CMS, check for grammatical errors, check for UI/UX errors & refer any HTML bugs to Web Manager)

**Education\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**BrainStation** | **Certificate** | UX Design Dec 2024 – Feb 2025 **Wake Technical Community College** | **Certificate** | Web Development 1 Mar 2020 – Aug 2020 **University of North Carolina at Pembroke** | **Bachelor of Arts** | Political Science Aug 2012 – May 2016