**NICHOLOS PALMER**[nicholospalmer@gmail.com](mailto:nicholospalmer@gmail.com) | San Francisco, CA (Relocating) | 704-414-0302 [**nicholospalmer.com**](https://www.nicholospalmer.com/)

**Skills\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
Technical Skills**: Adobe Creative Cloud, Google Workspace, HTML & CSS, JavaScript, Figma, Balsamiq, VS Code, UX & UI Design, Google Analytics, basic Bootstrap, Mobile-first Design, Wireframing & Prototyping, Asset Management, Email Marketing (Marketo), CMS & Web Builders (WordPress, Wix, Pinegrow, Webflow) **Soft Skills:** Cross-functional Collaboration, Communications, Time Management, Team Support, Presentation

**Work Experience\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
Web Coordinator**  
Carnegie Endowment for International Peace | Washington DC (Hybrid) | Oct 2021 – Oct 2024

* 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 workflow improvement across marketing, web development, and design teams, **resulting in a 3% enhancement in email click-through rates in Q1-2024 relative to previous quarter**.
* Collaborated with cross-functional teams to strategize end-to-end concepts, design, and production for marketing landing pages and other collateral, delivering high quality designs.
* Helped to test, iterate, and optimize designs across organization’s websites, working with marketing, outreach, web development and design teams to consistently deliver and improve business results.
* Presented email designs, landing page mockups and marketing pages to stakeholders and iterated based on feedback while adhering to organization’s style guides, branding and design systems.
* Balanced multiple projects with tight timelines using Monday.com and the waterfall project management method.
* Evolved and expanded email designs by developing new, effective layouts and call-to-action components.
* Worked alongside a cross-functional team web producers, engineers, and designers 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, actively listen to users, and investigate issues.

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

* 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).
* Spearheaded a comprehensive webpage redesign, enhancing navigation and user experience, which led to a **30% reduction in inbound customer calls and a significant increase in time- on-site**, demonstrating a deep understanding of user-centric design principles.
* Supported Human Resources department with communication materials regarding dissemination of employee related information: benefits, insurance, retirement, recruitment, etc.
* Answered an average of 50 calls per day consistently achieving 95% customer satisfaction rate.

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

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