**Nicholos Palmer**nicholospalmer@gmail.com ❖ nicholospalmer3829.myportfolio.com ❖ 704-414-0302 ❖ New York, NY   
 **Work Experience**  **Web Coordinator**  
*Carnegie Endowment for International Peace | Washington, DC*   
*Oct 2021 – Present*

***Adept in content management and in cross-functional collaboration. Experience in with designers and editors to inform content design strategy. Familiarity with performing QA of every stage of content production.***

* Collaborate with visual designers, event planner, writers and other stakeholders to brief them on email campaigns; to stay informed about upcoming projects; to communicate updates and changes; and to develop effective email and content marketing strategies
* Facilitate in editing email marketing copy to ensure brand voice and encourage audience to sign up for newletters or RSVP for events
* Maintain and manage content and email calendar to manage email production and content posting schedules, ensuring timely updates and deployment, using Monday work management software
* Code and publish content using HTML/CSS, consistently achieving monthly publication goals of 2500 unique views across various content types, including articles, papers, blogs, newsletters, videos, and documents.
* Monitor and analyze email marketing analytics to evaluate email performance; to provide metric reports to relevant staff; and to suggest improvements and act on those recommendations

*Key Results*

* Increased think tank’s publication readership by 24% and email subscribers by over 8% in 2023
* Increased 2022 Nuclear Policy Conference attendance by 20% relative to previous conference attendance by using organizational email marketing list building, and other campaign strategies

**Office Assistant**  
*Town of Chapel Hill | Chapel Hill, NC*   
*Aug 2019 - Oct 2021*

***Experienced in using user-centered best practices to improve web copy and user experience.***

* Serve as web steward and helped the Town's Information Architecture committee with website layout, content scheduling, digital assets and UX/Plain Language research
* Facilitate the development and practice of educational content to support new hire onboarding and ongoing education.
* Manage Human Resources knowledge base resources and help employees access information regarding benefits, payroll, administration, and personnel files

*Key Results*

* Decreased phone call traffic by 30% by using fundamental user-centered principles to increase the user experience of the Human Resources webpage

**Core Skills**   
Adobe Creative Cloud • Figma • Marketo • Monday.com • Canto DAM • HTML / CSS / VS Code Editor • Email Marketing • SEO • WebFlow • Project Management • Communication • Responsive Design

**Education**   
**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