**Nicholos Palmer**nicholospalmer@gmail.com ❖

**Work Experience**  **Web Coordinator**  
*Carnegie Endowment for International Peace* | Remote  
*Oct 2021 – Present*

* Manage engaging content for landing pages, including the homepage, articles, email marketing templates, and web applications to ensure content meets target audience expectations
* Plan and execute email marketing campaigns to drive traffic and conversion by enhancing user experience and UI design for email invites and call-to-action campaigns. This strategy resulted in a 20% increase in attendance at Carnegie’s [2022 Nuclear Policy Conference](https://carnegieendowment.org/events/2022/10/2022-carnegie-international-nuclear-policy-conference?lang=en).
* 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 management and email strategies using HTML/CSS, achieving a 24% increase in digital readership and engagement in 2023.
* Conduct performance analysis and A/B testing to identify user behavior trends and optimize web content and email campaigns, driving actionable insights for improving engagement.
* Collaborate closely with internal teams to manage and execute content development, email marketing campaigns and project lifecycles, contributing to global campaigns and ensuring project execution.
* Act as the subject matter expert on email marketing best practices and addressing end-user questions about using marketing software.

**Office Assistant**  
*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.

**Skills**    
  
Adobe Creative Cloud • HTML/CSS • Figma • Marketo • Monday.com • Splash Event Marketing • Blender (student) • Email Marketing • Conversion Optimization • SEO • Project Management • Communication • Responsive Design • content management systems • Storytelling • Building Partnerships

**Education**   
**Northeastern University |** P/T GraduateCertificate | 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