**Nicholos Palmer**martinpalmer\_5@yahoo.com ❖

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

* Achieved 20% increase in attendance for Carnegie Endowment’s 2022 Nuclear Policy Conference after improving UI design of call-to-action prompts on email invites and after optimizing email strategy based on previous conference attendance statistics.
* Managed content using HTML/CSS and internal CMS, driving a 24% increase in digital readership and boosting engagement across key channels.
* Partner with creative teams to ideate, code, QA, and deploy effective email marketing campaigns
* Maintain the email and content calendar using Monday.com, coordinating closely with cross-functional partners to communicate deliverability updates and ensure alignment with project timelines.
* Collaborate with cross-functional teams in launching global campaigns, ensuring timely and effective communication across different departments resulting in improved workflow strategy.
* Served as the subject matter expert (SME) for email marketing best practices and Marketo platform capabilities internally.
* Conduct frequent analysis of web performance and email campaigns, set up A/B tests, and identify opportunities for optimization and delivering insights aligned with the team’s strategic objectives.

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

* Spearheaded a webpage redesign that reduced inbound customer phone calls by 30% and increased time-on-site by improving content design and navigation, effectively directing potential callers to key resources on employer’s website.
* Served as web steward and helped the Town’s Information Architecture committee with website layout, SEO best practices and digital assets management and UX/Plain Language research.

**Projects**   
 **Redesign of PackLane.com package design editor**

* Identify customer pain point relating to usability of online editor environment and research customer segments impacted by usability improvements
* Develop and ideate proto personas
* Using Figma, created lo-fi wireframe and user journey map describing updated design feature

**Skills**    
  
Adobe CC • HTML/CSS • Figma • Marketo • Monday.com • Splash Event Marketing • Blender (student) • Email Marketing • Conversion Optimization • SEO • Project Management • Communication • Responsive Design • Detailed-focused • 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