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

**Work Experience**  **Web Coordinator**  
*Carnegie Endowment for International Peace* | Remote  
*Oct 2021 – Oct 2024*

* Produced digital content and optimize websites and email marketing campaigns using HTML and CSS, achieving a 24% increase in digital readership and engagement in 2023.
* Improved user experience by optimizing call-to-action (CTA) designs and placement for email invites, resulting in a 20% increase in attendance at Carnegie’s 2022 Nuclear Policy Conference
* Achieved 12% increase in email click-through rates in Q1-2024 after analyzing web and email metrics regularly and then implementing email list building optimization strategies.
* Spearhead the creation of new workflows and systems among teams to improve project delivery and to solve the most important problems.
* Collaborate daily with internal teams and stakeholders, across disciplines, manage and execute email marketing campaigns, project lifecycles and digital communication strategies
* Perform QA testing and conduct A/B testing and applied performance insights to refine engagement strategies, enhancing the usability of website and email experiences.
* Give and solicit feedback from web and design teams comprising developers, web designers and editors

**Office Assistant and Web Steward**  
*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.
  + Develop a new content structure, execute content audits against Federal Plain Language Guidelines, and engage in web writing using Information Architecture principles as a guide.
* Supported the Town’s Information Architecture committee with, focusing on optimizing website layout, content structure, and SEO best practices.

**Projects**   
 **Redesign of PackLane.com package design editor** (see [portfolio](https://nicholospalmer3829.myportfolio.com/packlane-redesign))

* Identify customer pain points relating to usability of the online editor environment and research customer segments impacted by usability improvements
* Develop and ideate proto personas and empathy maps
* Using Figma to create lo-fi wireframes and user journey maps describing updated design features

**Skills**    
  
Adobe Creative Cloud • HTML/CSS • Web Design • Figma • Marketo • Monday.com • Email Marketing • Content Management Systems • SEO • Project Management • Collaboration • Mobile-first Design

**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