**NICHOLOS** PALMER

[nicholospalmer@gmail.com](mailto:nicholospalmer@gmail.com) 704-414-0302 • [portfolio](https://nicholospalmer.com/)

Dear Hiring Team,

I believe I am a suitable candidate for the role of **Content UX Writer.** My experience as a Web Coordinator at the Carnegie Endowment for International Peace has equipped me with expertise in content and email marketing strategy, copy writing, and web content management.

A significant highlight of my career was being a lead for the email campaign strategy for Carnegie’s 2022 [Nuclear Policy Conference](https://carnegieendowment.org/events/2022/10/2022-carnegie-international-nuclear-policy-conference?lang=en), a large-scale event. This initiative required extensive collaboration with a diverse group of stakeholders, including scholars, program assistants, event managers, back-end developers, designers, social media teams, and marketing staff. I worked closely with these groups to gather input, align expectations, and execute a cohesive communication strategy.

In this role, I utilized Marketo to design and deploy email campaigns, often incorporating HTML/CSS to ensure precise customization. I partnered with editors and copywriters to create user-centric content, meticulously crafting call-to-action prompts to optimize conversion rates. Additionally, I enhanced the calendaring process by using past conference email data to identify optimal send times. I then coordinate email schedules with stakeholders to ensure transparency and alignment.

The campaign lifecycle involved segmenting emails based on their purpose, including RSVPs, reminders, publications, event logistics, speaker highlights, and post-event communications. By leveraging data from previous conferences, I refined strategies to optimize email performance and to optimize audience reach and audience segmentation.

Throughout the project, I ensured compliance with data privacy regulations, including GDPR, while implementing effective list-building and management practices. The results of these efforts were significant: attendance at the 2022 Nuclear Policy Conference increased by 20% compared to the previous event.   
  
I refer to this experience to highlight my project management and collaboration background. I think it reflects my work in strategy, attention to detail and content performance.

I am confident that my experience bolsters my candidacy for this role. I look forward to discussing how my qualifications may benefit Mochi Health’s Growth team.

Sincerely,

Nicholos Palmer