JULIAN MERCER

B2B SAAS EMAIL MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

B2B SaaS Email Marketing Specialist with 7 years building trial onboarding, account nurture, and adoption journeys. Combines product events, account context, and campaign QA to improve activation and sales handoffs while measuring outcomes beyond email engagement.

PROFESSIONAL EXPERIENCE

Senior Lifecycle Email Specialist Jan 2024 - Present
Smartsheet, Bellevue, WA

- Owned onboarding email for 42,000 quarterly trial signups, connecting messages to product milestones and account use cases.
- Built event-triggered journeys for incomplete setup, improving seven-day activation from 36% to 44% in a randomized holdout test.
- Introduced account-level suppression after sales outreach, reducing duplicate prospect contacts 58% across enterprise trial accounts.
- Partnered with Revenue Operations on engagement handoffs, increasing sales acceptance of qualified trial accounts from 63% to 81%.
- Audited product-event freshness before journey entry, preventing 19 sends based on delayed or incorrectly mapped usage signals.

Email Marketing Specialist Jan 2022 - Dec 2023

- Built role-based nurture tracks for finance and operations buyers, increasing demo completion 17% within the eligible account cohort.
- Created reusable email modules and approval checklists, reducing average campaign production time from six days to four.
- Developed expansion prompts tied to adoption thresholds, generating 94 sales-accepted opportunities over two quarters.
- Tested plain-language onboarding against feature-heavy copy, raising first-workflow completion 12% without increasing send frequency.
- Reported activation and opportunity outcomes alongside unsubscribes, separating directional engagement from commercial evidence.

Marketing Automation Coordinator Aug 2019 - Dec 2021

- Maintained 16 automated prospect programs, checking personalization, exclusions, and links before each scheduled release.
- Reconciled form submissions with CRM campaign members weekly, identifying sync failures before lead handoff reports were shared.
- Documented journey entry and exit rules so sales teams could see why an account received a particular follow-up message.

CORE SKILLS

Trial onboarding | Product-led growth | Account segmentation | HubSpot | Marketo | Salesforce | Event-triggered journeys | Lifecycle experiments | HTML email | Campaign QA | Lead handoffs | Deliverability | Suppression rules | Activation analysis

EDUCATION

B.B.A. in Marketing, University of Texas at Austin, Austin, TX

CERTIFICATIONS

HubSpot Email Marketing Certification