JULIAN MERCER

B2B SAAS MARKETING OPERATIONS MANAGER

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PROFESSIONAL SUMMARY

B2B SaaS Marketing Operations Manager with 10 years connecting marketing automation, CRM, and product-led funnels. Builds reliable lifecycle definitions, routing, and reporting so marketing and sales can act on qualified accounts with clear ownership and trusted data.

PROFESSIONAL EXPERIENCE

Senior Marketing Operations Manager
Rapid7, Boston, MA
Jul 2023 - Present

- Owned Salesforce and Marketo operations for 65 marketers and 180 sellers, managing three specialists and a $950K systems budget.
- Rebuilt account matching and territory routing, raising correctly assigned qualified leads from 79% to 97% across four regions.
- Defined trial, product-qualified, and sales-accepted stages with Product and Sales, eliminating eight conflicting funnel reports.
- Introduced product-event validation and retry monitoring, reducing missing activation signals 71% before they reached scoring programs.
- Built governed campaign-to-opportunity reporting, reducing monthly Finance reconciliation from five days to one.

Marketing Operations Manager
New Relic, San Francisco, CA
Jan 2021 - Jun 2023

- Redesigned lead scoring with Sales using accepted-opportunity cohorts, improving qualified-lead acceptance from 62% to 80%.
- Created access reviews and field-change controls, reducing unauthorized automation changes from 14 to three per quarter.
- Documented attribution model assumptions and exclusions so executive reviews could distinguish campaign influence from causal impact.

Marketing Operations Specialist
May 2018 - Dec 2020

- Migrated 240 nurture programs to standardized templates, preserving audience rules and cutting average campaign build time 38%.
- Implemented lifecycle stage timestamps and rejection reasons, exposing a two-day delay between qualification and sales assignment.
- Built weekly data-quality checks on lead, account, and campaign-member records, resolving 150 duplicate and unowned records a month.

Marketing Automation Specialist
Cvent, Tysons, VA
Aug 2016 - Apr 2018

- Built form, scoring, and nurture workflows across six buyer segments, checking CRM sync and suppression before release.
- Created automated alerts for failed campaign imports, reducing undetected lead-delivery interruptions from hours to minutes.
- Published campaign naming and UTM standards with training for 32 marketers, improving reporting completeness to 95%.

CORE SKILLS

Salesforce administration | Marketo | Account matching | Lead routing | Product-qualified leads | Lifecycle definitions | Campaign governance | CRM integration | Attribution models | Data quality | Access controls | Funnel reporting | SQL | Team management

EDUCATION

B.S. in Information Systems, University of Texas at Arlington, Arlington, TX

CERTIFICATIONS

Salesforce Certified Administrator