

JULIAN MERCER

BRAND MANAGER

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PROFESSIONAL SUMMARY

Brand Manager with 9+ years translating consumer insight into positioning, portfolio strategy, and integrated campaigns for global consumer brands. Connects creative judgment and commercial discipline to grow consideration, penetration, and category revenue.

PROFESSIONAL EXPERIENCE

Senior Brand Manager Nike, Beaverton, OR

Jul 2022 - Present

- Owned North America strategy for a \$680M running portfolio, increasing category revenue 14% and aided consideration 8 points.
- Synthesized research from 6,400 athletes into a new positioning platform adopted across product, retail, and media.
- Directed a \$19M integrated launch across creators, retail, sport, and digital, delivering 1.6x target earned reach.
- Built portfolio and pricing scenarios with Finance, reallocating \$7.2M toward higher-growth consumer segments.
- Led six agency and internal partners through one measurement plan, reducing duplicated campaign production 22%.
- Commissioned brand-lift and incrementality studies that clarified the relative contribution of creator, retail, and paid-media investment.

Brand Manager Procter & Gamble, Cincinnati, OH

May 2019 - Jun 2022

- Managed annual brand planning for a \$310M personal-care line, growing household penetration 3.6 points.
- Redesigned claims and packaging from concept tests, increasing shelf conversion 11% across national retailers.
- Built retailer-specific activation plans with Sales, contributing \$28M in incremental annual revenue.
- Established quarterly brand health reviews covering awareness, trial, repeat, margin, and creative wear-out.
- Briefed executive leaders on category risks and recommended investment shifts ahead of annual planning.
- Partnered with innovation teams on concept pipelines that balanced consumer demand, margin, and manufacturing readiness.

Assistant Brand Manager Unilever, Englewood Cliffs, NJ

Aug 2016 - Apr 2019

- Executed seasonal campaigns across paid, owned, and shopper channels, exceeding trial targets by 18%.
- Analyzed panel and retail data to identify a premium segment worth \$42M in annual category sales.
- Coordinated packaging, legal, supply, and retailer readiness for nine launches with 96% on-time delivery.
- Created post-launch scorecards connecting distribution, trial, repeat, and margin to accountable follow-up actions.
- Prepared retailer sell-in narratives using category evidence, consumer insight, and differentiated brand roles.

CORE SKILLS

Brand strategy | Positioning | Consumer research | Integrated marketing | Portfolio strategy | Creative development | Brand health | Go-to-market planning | Budget management | Retail activation | NielsenIQ | Kantar | Agency management | Commercial analysis

CERTIFICATIONS

Kantar BrandZ Masterclass | AMA Professional Certified Marketer

EDUCATION

B.B.A. in Marketing, University of Wisconsin-Madison, Madison, WI