JULIAN MERCER

COMMUNICATIONS MANAGER

San Francisco, CA | (415) 555-0148 | julian.mercer@email.com | linkedin.com/in/julianmercer

PROFESSIONAL SUMMARY

Communications Manager with 9+ years leading internal, external, and executive communications for technology companies. Sets message strategy, manages a small team and agencies, and measures how well announcements land with employees, customers, media, and investors.

PROFESSIONAL EXPERIENCE

Communications Manager
Adobe, San Jose, CA
Feb 2021 - Present

- Lead communications for a 3,000-person business unit, managing a team of three, two agencies, and an annual program budget of $650K across internal and external channels.
- Plan product, leadership, and company announcements on a quarterly calendar, aligning legal, product, and investor relations reviewers.
- Write executive memos, all-hands scripts, and blog posts, with employee survey scores for message clarity rising from 68% to 82%.
- Built a media response protocol with PR and legal, cutting the time from inquiry to approved statement from a day to four hours.
- Launched a monthly leadership newsletter reaching 9,000 employees, reaching a 61% open rate and prompting steady feedback from managers on topics for later issues.
- Partnered with HR on a reorganisation plan, sequencing manager briefings and FAQs to keep attrition flat.

Senior Communications Specialist
Spotify, New York, NY
Jun 2017 - Jan 2021

- Developed external messaging for product and policy launches in the Americas, supporting more than 25 announcements and press moments.
- Worked with PR agencies and in-house teams on media briefings, resulting in coverage from every tier-one outlet on the target list.
- Created an executive visibility plan for three leaders, placing nine bylines and four conference keynotes across 18 months and coaching each leader before every appearance.
- Wrote and edited internal updates on company strategy with executives and strategy leads, increasing intranet engagement with those pages by 35% in a year.
- Managed issues preparation and rapid-response drafts for sensitive topics, rehearsing scenarios twice a year with leadership, legal, and public policy colleagues.
- Tracked coverage and sentiment in a monthly dashboard shared with executives, linking announcements to site traffic and sign-ups.

Communications Specialist
Mailchimp, Atlanta, GA
Aug 2014 - May 2017

- Wrote customer stories, press releases, and blog posts that supported 40 product and partner announcements, each reviewed by legal and product marketing before release.
- Ran the company's media inquiry inbox, responding to 300 requests a year, routing technical questions to experts, and building lasting relationships with 50 reporters.
- Edited employee newsletters and intranet articles for three departments, introducing a short style guide that unified tone, formatting, and headline style across all of them.
- Coordinated launch events and executive town halls with facilities, production, and events teams, covering logistics and scripts.
- Drafted talking points and Q&A for product launches with product managers and legal, giving spokespeople approved answers to the toughest customer and press questions.
- Tracked monthly media mentions and sentiment, showing leaders which announcements landed.

CORE SKILLS

Communications strategy | Executive communications | Internal communications | Media relations | Message architecture | Crisis response | Change communications | Content calendars | Team leadership | Agency management | Budget management | Writing and editing | Measurement | Stakeholder alignment

EDUCATION

M.A. in Strategic Communication, Northwestern University, Evanston, IL

CERTIFICATIONS

Accreditation in Public Relations (APR) | Google Analytics Certification