

JULIAN MERCER

CONTENT MARKETING MANAGER

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PROFESSIONAL SUMMARY

Content Marketing Manager with 9+ years of experience building audience-led editorial programs at HubSpot, Canva, and Atlassian. Turns customer research, search demand, and product expertise into content that grows qualified pipeline, organic acquisition, and brand authority.

PROFESSIONAL EXPERIENCE

Senior Content Marketing Manager HubSpot, Cambridge, MA

Jul 2022 - Present

- Owned editorial strategy across six B2B topic clusters, increasing non-brand organic sessions 58% and sourced pipeline \$24M year over year.
- Built customer-interview and SME workflows for 140 annual assets, raising first-draft approval from 62% to 87%.
- Refreshed 180 declining articles using intent, SERP, and conversion data, recovering 1.6M annual visits and 19,000 leads across priority customer segments.
- Launched research reports with PR and Sales, earning 1,240 referring domains and influencing 86 enterprise opportunities in subsequent campaign planning.
- Created content-to-revenue dashboards in GA4, HubSpot, and Looker, reallocating 22% of budget toward higher-converting formats without increasing media spend.

Content Marketing Manager Canva, Sydney, Australia

May 2019 - Jun 2022

- Built localized content programs across eight markets, increasing organic new-user registrations 34%.
- Created template-led landing pages tied to design jobs, generating 4.8M monthly visits with a 12% activation rate.
- Managed seven writers and three agencies with briefs, quality rubrics, and calendars that improved on-time delivery to 96% across the annual portfolio.
- Partnered with Product Marketing on launch narratives for 11 features, producing \$9.2M in content-influenced annual revenue with documented measurement ownership.

Senior Content Strategist Atlassian, San Francisco, CA

Jan 2018 - Apr 2019

- Developed agile and teamwork pillar content that grew newsletter subscribers from 84,000 to 310,000.
- Mapped content journeys for Jira evaluators, improving trial-to-demo conversion 17%.

Content Strategist Atlassian, San Francisco, CA

Aug 2016 - Dec 2017

- Introduced editorial governance and voice standards across five product teams, reducing revision cycles 28%.
- Repurposed webinars into articles, sales assets, and nurture sequences, increasing campaign reach 41% at unchanged production cost across priority customer segments.

CORE SKILLS

Content strategy | Editorial planning | SEO | Audience research | Thought leadership | Content operations | GA4 | HubSpot | Ahrefs | Looker | Conversion optimization | Distribution | Lifecycle content | Agency management | Content attribution

EDUCATION

B.S. in Communications, Syracuse University, Syracuse, NY

CERTIFICATIONS

HubSpot Content Marketing Certification | Google Analytics Certification | Semrush Content Marketing Toolkit