JULIAN MERCER

CONTENT STRATEGIST

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PROFESSIONAL SUMMARY

Content Strategist with 8+ years planning and governing content for B2B software and subscription brands. Builds editorial calendars from search and customer research, audits large content libraries, and ties articles to pipeline and sign-ups. Works with writers, SEO, and design to publish fewer, better pieces.

PROFESSIONAL EXPERIENCE

Senior Content Strategist Feb 2023 - Present
Dropbox, San Francisco, CA

- Own the editorial roadmap for a library of 1,400 articles, setting quarterly topics from keyword gaps, sales calls, and support tickets.
- Audited the library and merged or retired 380 low-traffic pages, which grew organic sessions 34% in two quarters.
- Led a 10-person team of freelancers and two staff writers, publishing 24 pieces a month with an average turnaround of 9 days from brief to draft.
- Created a template and style guide used by marketing and product teams, cutting editor review rounds from 3 to 2.
- Partnered with the growth team to test content upgrades, lifting email sign-ups from blog readers from 1.4% to 2.2%.
- Reported content-attributed sign-ups monthly to the VP of Marketing using Looker dashboards.
- Piloted refreshed help-center landing pages with support and product teams, raising article-to-sign-up conversion by 0.4 points.

Content Marketing Manager Jun 2020 - Jan 2023
HubSpot, Cambridge, MA

- Managed the sales content blog, growing monthly readers from 220,000 to 340,000 through topic clusters and internal linking.
- Rewrote 45 high-potential posts with updated data and structure, moving 22 of them into the top three results for target keywords.
- Directed a freelance budget of $150,000 a year and kept cost per article about 15% under plan.
- Developed a quarterly content brief process with product marketing to align articles with new feature launches.
- Ran a monthly editorial review with sales and customer success to collect the questions customers asked most often.
- Launched a 12-part guide series with design and product marketing that earned 3,900 gated downloads in its first quarter.

Content Writer Jul 2018 - May 2020
Ogilvy, New York, NY

- Wrote and edited long-form articles and case studies for enterprise clients, delivering about 10 pieces a month.
- Built a content inventory spreadsheet for three clients that guided their next-year editorial plans.
- Interviewed subject matter experts and condensed technical details into clear, readable posts.
- Edited the drafts of 8 freelance writers and gave line-level feedback, which reduced revision rounds on repeat clients.
- Ran a quarterly editorial calendar planning session with account managers, including a recap of what had performed best.

CORE SKILLS

Editorial strategy | Content audits | Keyword and topic research | Information architecture | Content governance | Ahrefs | Semrush | Google Analytics 4 | Contentful | WordPress | Style guides | Briefs and freelancer management | Content measurement | Stakeholder alignment

EDUCATION

Bachelor of Arts in English, Boston University, Boston, MA

CERTIFICATIONS

HubSpot Content Marketing Certification, HubSpot Academy | Google Analytics Certification, Google