JULIAN MERCER

CONTENT WRITER

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PROFESSIONAL SUMMARY

Content Writer with 4+ years producing blog posts, guides, email copy, and case studies for software and email-marketing brands. Researches carefully, writes in a clear brand voice, and ties each piece to search, engagement, or lead goals with simple reporting.

PROFESSIONAL EXPERIENCE

Content Writer Mar 2024 - Present
HubSpot, Cambridge, MA

- Write four long-form blog posts and one guide a month for marketing and sales audiences, with articles earning an average of 9,500 organic visits in their first 90 days.
- Research topics through keyword tools, search results, and subject-matter interviews, producing outlines approved by the editor within a day.
- Refreshed 35 older posts with updated examples, statistics checks, and internal links, lifting combined organic traffic to those pages by 27% within two quarters.
- Wrote customer case studies from interview transcripts and approved quotes, supporting a sales asset library downloaded about 2,400 times a quarter by the sales team.
- Drafted email sequences for new subscribers with the lifecycle team, reaching a 44% open rate and a 5% click rate over two campaigns and four weeks of testing.
- Collaborated with designers and the SEO lead to add visuals, schema-friendly headings, and clear calls to action to each article.
- Mentored two newer writers on briefs, interview questions, and source checks, helping their drafts clear editor review in one round.

Junior Content Writer Jun 2022 - Feb 2024
Mailchimp, Atlanta, GA

- Wrote how-to articles and email marketing tips for small-business readers, publishing about 70 posts over 20 months and updating the best performers twice a year.
- Followed the brand voice guide and style rules closely and asked for early editor feedback, reducing revisions from three rounds to an average of 1.5 per article.
- Interviewed product managers and customers to turn technical features into plain-language benefits and examples that new subscribers could follow without a glossary.
- Added meta descriptions, alt text, and internal links to every new article, helping eight posts reach the first page of search results for their target terms.
- Built a monthly content performance sheet in Google Analytics and Sheets that guided topic choices for the next quarter.
- Proofread newsletters and landing pages for the marketing team, catching broken links, wrong dates, and copy errors before 120 send-outs and page launches.

CORE SKILLS

Blog writing | Long-form content | SEO writing | Keyword research | Email copy | Case studies | Editing and proofreading | Brand voice | Content briefs | Interviewing | WordPress | Google Analytics | Ahrefs | AP style

EDUCATION

B.A. in English and Journalism, Boston University, Boston, MA

CERTIFICATIONS

HubSpot Content Marketing Certification | Google Analytics Certification