JULIAN MERCER

DIGITAL MARKETING ASSISTANT MANAGER

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PROFESSIONAL SUMMARY

Digital Marketing Assistant Manager with 5 years supporting paid acquisition, search, and campaign reporting. Turns approved strategy into tested campaigns, accurate tracking, and clear optimization recommendations while coordinating creative and agency delivery.

PROFESSIONAL EXPERIENCE

Digital Marketing Assistant Manager Jul 2025 - Present
Coursera, Mountain View, CA

- Managed weekly pacing for a $65K monthly paid-search budget, keeping spend within 3% of plan across eight course campaigns.
- Restructured nonbrand ad groups around course intent, lowering cost per qualified inquiry 18% over two enrollment cycles.
- Coordinated six landing-page tests with Design and Analytics, lifting completed application rate from 4.1% to 5.0%.
- Audited campaign tags and conversion events before launch, resolving 27 tracking defects before budget was released.
- Prepared weekly search-term and audience reviews, giving the marketing manager documented options for budget reallocation.

Digital Marketing Executive Jul 2023 - Jun 2025

- Built and maintained paid search and social campaigns for 20 learner programs, applying approved budgets, geographies, and exclusions.
- Tested ad copy and landing-page headlines across 15 experiments, lifting click-to-signup conversion from 3.2% to 3.9%.
- Produced weekly performance reports in GA4 and Looker Studio, saving the manager about three hours of manual reporting a week.
- Audited conversion tags and UTM parameters on every new campaign, catching 19 tracking defects before budget was released.

Digital Marketing Executive Apr 2022 - Jun 2023
Expedia Group, Seattle, WA

- Built and maintained 24 seasonal campaigns in Google Ads, applying approved exclusions, geography, and booking-value rules.
- Partnered with Content on destination pages, increasing organic booking inquiries 21% across the refreshed page cohort.
- Created a GA4 reporting view separating inquiries from confirmed bookings, reducing weekly manual reporting by four hours.
- Scheduled creative refreshes across three agencies, improving on-time asset delivery from 76% to 94% in six months.

Marketing Coordinator Jun 2021 - Mar 2022
Chegg, Santa Clara, CA

- Maintained the email and social launch calendar for 18 student-product campaigns, coordinating approvals with product and design teams.
- Checked links, mobile rendering, and campaign parameters on 90 email sends, catching errors before publication.
- Compiled channel performance and learner feedback into monthly briefs used to prioritize the next enrollment campaign.

CORE SKILLS

Google Ads | GA4 | Paid search | Campaign pacing | Search-term analysis | Landing-page testing | SEO | UTM governance | Looker Studio | Creative coordination | Conversion tracking | Agency coordination | Excel

EDUCATION

B.B.A. in Marketing, University of Texas at Austin, Austin, TX

CERTIFICATIONS

Google Ads Search Certification | Google Analytics Certification