

JULIAN MERCER

DIGITAL MARKETING MANAGER

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PROFESSIONAL SUMMARY

Digital marketing leader with 10+ years of experience building acquisition and lifecycle programs for Google, HubSpot, and Adobe. Combines paid media, SEO, experimentation, and marketing analytics to turn multimillion-dollar budgets into efficient pipeline and revenue growth.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager Google, Mountain View, CA

Jun 2021 - Present

- Directed an \$18M annual acquisition portfolio across paid search, YouTube, and programmatic campaigns in 12 markets, increasing qualified pipeline 31% while reducing customer acquisition cost 18%.
- Built a value-based bidding and budget-allocation model with Finance and Analytics that shifted spend toward high-LTV audiences and improved blended return on ad spend from 3.9x to 5.1x.
- Led 42 landing-page and onboarding experiments, raising trial conversion 26% and generating 85,000 additional product sign-ups without increasing media spend.
- Partnered with Data Engineering to connect GA4, CRM, and campaign data in BigQuery, cutting reporting time 60% and identifying \$3.6M in previously under-attributed revenue.
- Introduced geo-holdout and incrementality testing across five acquisition channels, correcting last-click over-attribution and redirecting \$2.2M toward higher-impact programs.
- Managed and coached a team of seven marketers plus three agency partners, establishing quarterly channel plans, experiment reviews, and performance standards.

Senior Digital Marketing Specialist HubSpot, Cambridge, MA

Apr 2018 - May 2021

- Integrated SEO, paid search, content, and lifecycle programs for the mid-market segment, growing marketing-sourced pipeline 44% year over year.
- Scaled non-brand search through 180 intent-led content briefs and technical SEO fixes, increasing organic sessions 72% and product-demo requests 39% in 18 months.
- Redesigned lead scoring and nurture journeys for 1.2M contacts, improving MQL-to-SQL conversion 14% and reducing sales follow-up on low-intent leads 22%.
- Optimized a \$6.5M paid-search budget using query mining, creative testing, and offline conversion imports, lowering cost per qualified lead 24% while maintaining volume.
- Coordinated integrated go-to-market campaigns with Product Marketing and Sales for three product launches, producing \$12.8M in sourced pipeline and shortening sales-cycle progression 28%.

Digital Marketing Specialist Adobe, San Jose, CA

Jul 2015 - Mar 2018

- Executed 120+ integrated campaigns across email, display, paid social, and webinars, contributing \$8.4M in influenced pipeline across creative software products.
- Introduced structured A/B testing for campaign creative and landing pages, lifting click-through rate 21% and form completion 16% across priority programs.
- Segmented 3.4M prospects by product interest, lifecycle stage, and creative persona, increasing email engagement 34% and generating \$2.1M in reactivation revenue.
- Standardized campaign briefs, UTM governance, and post-launch reporting across eight regional teams, reducing launch delays 35% and improving attribution coverage from 68% to 94%.

CORE SKILLS

Digital strategy | Paid search | Paid social | SEO | Lifecycle marketing | Conversion optimization | Marketing attribution | Budget management | Team leadership | Google Ads | GA4 | Google Search Console | HubSpot | Salesforce | BigQuery | Adobe Analytics

CERTIFICATIONS

Google Ads Search Certification | Google Analytics Certification | HubSpot Marketing Software Certification

EDUCATION

B.S. in Marketing, Northwestern University, Evanston, IL