JULIAN MERCER

DIRECTOR-LEVEL DIGITAL MARKETING MANAGER

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PROFESSIONAL SUMMARY

Director of Digital Marketing with 14+ years leading paid, lifecycle, SEO, and web teams for subscription and marketplace brands. Sets channel strategy, owns a multi-million-dollar budget, and builds measurement that links spend to revenue and efficient growth.

PROFESSIONAL EXPERIENCE

Director, Digital Marketing Mar 2022 - Present
Shopify, Ottawa, ON

- Lead a 22-person digital organisation across paid media, SEO, lifecycle, and web, managing a $38M annual program budget.
- Rebuilt channel planning around marginal return, shifting 14% of spend and lowering blended acquisition cost 19% in four quarters.
- Introduced incrementality testing for paid social and search, retiring three low-yield programs and redirecting $2.1M to higher-return channels.
- Partnered with Finance and Data to build a unified attribution view used in monthly executive reviews and annual planning.

Senior Manager, Digital Marketing Apr 2019 - Feb 2022
Airbnb, San Francisco, CA

- Managed paid search and display across 11 markets, growing booked nights from the channel 24% at stable cost per booking.
- Launched a regional landing-page testing program with Product and Design, lifting paid-traffic conversion 12% over six quarters.
- Hired and developed seven channel managers, creating a promotion path that improved team retention to 91%.

Digital Marketing Manager Jun 2016 - Mar 2019
Expedia Group, Seattle, WA

- Owned SEO and paid search for a $9M travel category, improving non-brand organic sessions 33% through content and site-structure fixes.
- Built a keyword and bidding framework by margin tier, raising contribution profit from paid search 16%.
- Coordinated quarterly launches with merchandising and CRM teams, aligning promotions, landing pages, and email timing.

Digital Marketing Specialist Aug 2013 - May 2016
Zillow, Seattle, WA

- Managed search and display campaigns for agent products, reducing cost per qualified lead 21% through creative and audience tests.
- Built weekly dashboards in Excel and Google Analytics that guided budget reallocation decisions for the marketing team.

Search Marketing Analyst Jun 2012 - Jul 2013
Orbitz, Chicago, IL

- Managed paid search campaigns for hotel and flight products, improving click-to-booking conversion 9% through ad-group and keyword restructuring.
- Prepared daily bid and budget reports in Excel that the search manager used to shift spend toward higher-margin destinations.

CORE SKILLS

Digital strategy | Budget ownership | Paid media | SEO | Lifecycle marketing | Attribution modelling | Incrementality testing | Team leadership | Executive reporting | Marketing analytics | Google Ads | Google Analytics 4 | Forecasting | Vendor management

EDUCATION

MBA, Marketing, University of Washington Foster School of Business, Seattle, WA

CERTIFICATIONS

Google Analytics Certification | Meta Certified Digital Marketing Associate