JULIAN MERCER

DIRECTOR-LEVEL MARKETING MANAGER

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PROFESSIONAL SUMMARY

Director of Marketing with 15+ years leading brand, demand, and communications teams for global technology and consumer companies. Owns the marketing plan and budget, builds high-performing teams, and aligns marketing investment with revenue targets.

PROFESSIONAL EXPERIENCE

Director of Marketing Jan 2022 - Present
HubSpot, Cambridge, MA

- Lead 30 marketers across brand, demand, content, and field programs, owning a $26M budget aligned to annual revenue goals and reviewed monthly with the CFO.
- Introduced a quarterly planning cycle with Sales and Finance, improving forecast confidence in marketing-sourced pipeline to 92% and cutting mid-quarter budget changes by a third.
- Repositioned the mid-market portfolio with Product Marketing, lifting inbound pipeline 17% and win rate 3 points across the two largest sales regions.

Senior Manager, Marketing Jun 2019 - Dec 2021
Dropbox, San Francisco, CA

- Directed team and business-plan marketing for a $15M program budget, growing paid conversions from marketing 22% over two and a half years with steady cost per conversion.
- Launched an annual brand campaign with measurement across awareness and conversion, improving aided awareness 6 points in its first year and holding paid cost steady.
- Coached six managers on planning and analytics, standardising a campaign brief used across the whole marketing group and reducing rework on every launch.

Marketing Manager Mar 2017 - May 2019

- Managed email and paid acquisition for the team plan on a $4M budget, growing trial starts 19% across four quarters and holding cost per trial flat for the full period.
- Introduced a standard campaign brief and post-campaign review used by five marketers to compare results with goals and share lessons across the team.

Marketing Manager Jun 2013 - Feb 2017
Cisco, San Jose, CA

- Managed channel and field marketing for networking products across North America, generating $42M in influenced pipeline over three years with partners and Sales.
- Coordinated 14 partner events a year with Sales and Alliances, increasing partner-sourced opportunities 26% and improving follow-up speed after each event.
- Built a reporting framework combining Salesforce and web analytics that replaced manual weekly spreadsheets and saved the team a day every week and gave regional leads one trusted view.

Marketing Associate Jul 2011 - May 2013
Intel, Santa Clara, CA

- Supported product launches with collateral, web updates, and event materials for enterprise and channel audiences across three regional campaigns.
- Analysed campaign response data for quarterly reviews, helping retire two underperforming programs and move that budget to stronger channels across two regions.

CORE SKILLS

Marketing leadership | Annual planning | Budget ownership | Brand strategy | Demand generation | Team development | Executive communication | Revenue alignment | Agency strategy | Forecasting | Positioning | Cross-functional leadership | Salesforce | Marketing analytics

EDUCATION

MBA, Marketing and Strategy, Boston College Carroll School of Management, Chestnut Hill, MA

CERTIFICATIONS

HubSpot Marketing Hub Certification