JULIAN MERCER

E-COMMERCE EMAIL MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

E-commerce Email Marketing Specialist with 6 years building welcome, cart recovery, replenishment, and retention journeys. Uses order history, inventory context, and controlled tests to improve repeat purchase while managing discount cost and audience fatigue.

PROFESSIONAL EXPERIENCE

Senior Email Marketing Specialist Mar 2024 - Present
Wayfair, Boston, MA

- Managed lifecycle email for 620,000 opted-in shoppers, maintaining welcome, cart recovery, replenishment, and win-back journeys.
- Tested a replenishment sequence against a persistent holdout, increasing 90-day repeat purchase from 24% to 28% for eligible buyers.
- Replaced blanket cart discounts with intent-based offers, reducing incentive cost per recovered order 22% over one quarter.
- Added stock and delivery checks to product modules, cutting clicks to unavailable items 76% during seasonal promotions.
- Introduced frequency caps across campaigns and flows, reducing unsubscribes 18% while preserving contribution per subscriber.

Email Marketing Specialist Feb 2022 - Feb 2024

- Produced weekly campaign calendars around delivery dates and replenishment cycles, coordinating content approvals with Operations.
- Maintained preference and suppression lists, checking audience eligibility before 70 seasonal and product-launch sends.
- Tagged campaign and order data consistently so repeat purchase could be reviewed by acquisition source and first-order category.
- Built abandoned-browse and post-delivery emails with product, stock, and delivery checks, raising click-to-order conversion 14% in testing.

Email Marketing Specialist Jul 2020 - Jan 2022
Stitch Fix, San Francisco, CA

- Built Klaviyo segments using purchase recency, product affinity, and return behavior for a 280,000-customer apparel store.
- Launched size- and category-aware post-purchase content, improving second-order conversion 13% within the tested customer cohort.
- Coordinated promotional exclusions with Merchandising, preventing offers on low-stock lines and margin-sensitive collections.
- Created mobile-first email modules and a device QA checklist, reducing rendering-related campaign corrections 49%.
- Reported attributed sales beside holdout lift and refunds, helping Finance distinguish channel credit from incremental margin.

CORE SKILLS

Klaviyo | Shopify | Cart recovery | Replenishment | RFM segmentation | Post-purchase journeys | Holdout testing | Offer testing | Contribution margin | HTML email | Mobile QA | Inventory-aware content | Frequency management | Retention analysis

EDUCATION

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

CERTIFICATIONS

Klaviyo Product Certification