JULIAN MERCER

E-COMMERCE FIELD MARKETING MANAGER

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PROFESSIONAL SUMMARY

E-commerce Field Marketing Manager with 8 years connecting pop-ups, sampling, and local partnerships to online customer acquisition. Coordinates inventory, store teams, and digital follow-up, measuring activated buyers and contribution alongside event execution.

PROFESSIONAL EXPERIENCE

Field Marketing Manager Jul 2024 - Present
YETI, Austin, TX

- Led 32 annual pop-ups and community activations across six markets, managing a $720K budget for a direct-to-consumer outdoor brand.
- Built event-specific landing pages and offer codes, linking 4,200 first orders to opted-in attendee cohorts over two seasons.
- Compared activated markets with matched non-event markets, estimating a 9% lift in new-customer orders during the campaign window.
- Introduced event contribution reviews including labor and sampling costs, redirecting budget from three low-return formats.

Regional Brand Activation Manager Feb 2022 - Jun 2024
Celsius Holdings, Boca Raton, FL

- Built sampling partnerships with 45 gyms and studios, collecting 18,000 permission-based product-trial registrations annually.
- Connected sample distribution to digital follow-up journeys, increasing 30-day trial-to-first-order conversion from 11% to 16%.
- Trained 24 brand ambassadors on product claims, accessibility, and customer questions, improving observed activation quality scores.
- Negotiated shared staffing and venue packages, reducing cost per verified trial 19% while expanding regional coverage.

Experiential Marketing Coordinator Jun 2020 - Jan 2022
Lululemon, Vancouver, BC

- Managed event checklists, local suppliers, and ambassador schedules for 26 seasonal retail and online launch activations.
- Tested QR placements and mobile signup forms, raising completed opt-ins per 100 visitors from 17 to 25.
- Collected shopper objections and product feedback at events, informing revised online size guides and launch FAQs.

Event Marketing Associate Aug 2018 - May 2020
Warby Parker, New York, NY

- Staffed and restocked 18 store events and community nights, tracking sign-ups and first orders for each with the retail team.
- Built post-event email follow-ups for attendees, recovering about 8% of registrants as first-time customers.

CORE SKILLS

Pop-up retail | Sampling programs | Community partnerships | Brand ambassadors | Shopify | QR tracking | Event attribution | Matched-market analysis | Consent capture | Inventory coordination | Budget management | Vendor contracts | Customer acquisition | Contribution analysis

EDUCATION

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

CERTIFICATIONS

Google Analytics Certification