# JULIAN MERCER

**E-COMMERCE MANAGER**

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## PROFESSIONAL SUMMARY

E-commerce Manager with 8+ years running online stores for home, apparel, and marketplace brands. Owns site merchandising, conversion, promotions, and cross-team launches, using testing and clean analytics to lift revenue while keeping fulfilment and customer experience reliable.

## PROFESSIONAL EXPERIENCE

**E-commerce Manager** Mar 2021 - Present
**Wayfair, Boston, MA**

- Manage the online performance of a $65M home-furnishings category, owning merchandising, promotions, and weekly trading decisions.
- Lifted category conversion from 2.6% to 3.1% by testing product pages, filters, and delivery messaging with Design and Product.
- Built a promotional calendar with Marketing and Finance that raised revenue 14% in key events while protecting margin.
- Cleaned up 4,200 product listings with new titles, images, and attributes, improving search click-through 18%.
- Worked with Supply Chain and Customer Care on stockout and delivery-date issues, cutting cancelled orders by 22%.
- Led a team of three merchandisers and an analyst, setting weekly KPIs and coaching on forecasting and test design.
- Reviewed returns and customer feedback each month to find listing gaps, then corrected details on 300 high-volume products.

**Senior E-commerce Specialist** Jun 2018 - Feb 2021
**Etsy, Brooklyn, NY**

- Ran seller-category campaigns and onsite collections for gifts and home decor, growing category gross merchandise sales 19%.
- Analysed funnel data in Google Analytics and SQL to find checkout drop-offs and prioritise fixes with the product team.
- Partnered with the email team to build segmented holiday campaigns that raised click-to-order rate by 1.1 points.
- Created playbooks for listing quality and seasonal promotions used by 60 account managers working with sellers.
- Piloted an on-site gift guide experience that grew basket size 8% during the holiday quarter.
- Coached seller success managers on category trends and merchandising tips, helping 40 shops improve photos, titles, and tags.
- Set quarterly roadmap priorities with Engineering, balancing site speed, checkout fixes, and new merchandising modules by expected revenue impact.

**E-commerce Associate** Aug 2015 - May 2018
**Nordstrom, Seattle, WA**

- Uploaded and merchandised new product on the website, maintaining accurate pricing, imagery, and inventory feeds.
- Monitored daily sales and conversion by department and recommended homepage changes to merchandising leads.
- Supported two site migrations with test plans and post-launch checks, finding and logging 40 defects before launch.
- Wrote product descriptions and size guidance for new arrivals, helping reduce size-related returns in key apparel categories.

## CORE SKILLS

E-commerce strategy | Site merchandising | Conversion rate optimisation | A/B testing | Promotions planning | Product listing optimisation | Shopify | Google Analytics 4 | SQL | Email and paid collaboration | Inventory coordination | Forecasting | Team leadership | Customer experience

## EDUCATION

**B.S. in Marketing**, Boston University Questrom School of Business, Boston, MA

## CERTIFICATIONS

Google Analytics Certification | Shopify Partner Academy Certification