JULIAN MERCER

E-COMMERCE MARKETING OPERATIONS MANAGER

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PROFESSIONAL SUMMARY

E-commerce Marketing Operations Manager with 9 years connecting storefront, customer, and campaign data. Builds reliable catalogs, audience workflows, consent controls, and trading reports so growth teams can launch quickly with accurate stock, price, and order signals.

PROFESSIONAL EXPERIENCE

Marketing Operations Manager Jul 2023 - Present
Westhaven Living, Austin, TX

- Owned marketing integrations across Shopify, Klaviyo, and paid-media feeds for a 9,000-SKU store with 480,000 active customers.
- Added catalog price and availability validation before feed release, reducing disapproved or stale product listings 64%.
- Reconciled order events with refunds and cancellations, reducing overstated weekly campaign revenue by $180K in the reporting model.
- Built monitored audience exports with consent and deletion checks, cutting failed scheduled deliveries from 17 to two per month.
- Introduced release checklists across Growth and Merchandising, improving on-time promotional launches from 81% to 96%.

Lifecycle Operations Lead May 2020 - Jun 2023
Fernbrook Apparel, Dallas, TX

- Standardized customer identifiers across storefront and CRM events, improving matched purchase records from 83% to 96%.
- Built inventory-aware suppression for promotional flows, reducing customer clicks to unavailable products 69% during peak season.
- Automated audience refresh and expiry rules for 54 segments, saving 16 analyst hours each week and reducing stale targeting.
- Partnered with Finance on net-revenue and contribution definitions, replacing five competing weekly trading dashboards.
- Led incident reviews for duplicate order events, deploying deduplication and replay checks that prevented recurring revenue inflation.

CRM Operations Specialist Aug 2017 - Apr 2020
Ashfield Market, Austin, TX

- Maintained campaign taxonomy and product-feed mappings for three online categories, documenting source fields and owners.
- Tested cart, checkout, and purchase events before storefront releases, catching 31 tracking issues before deployment.
- Created audience QA reports showing eligible counts and exclusions, giving campaign owners a repeatable pre-send approval process.

CORE SKILLS

Shopify | Klaviyo | Product feeds | Catalog governance | Order-event QA | Customer identity | Audience automation | Consent controls | Refund reconciliation | SQL | GA4 | Monitoring | Incident response | Campaign taxonomy

EDUCATION

B.S. in Information Systems, University of Texas at Arlington, Arlington, TX

CERTIFICATIONS

Google Analytics Certification