JULIAN MERCER

E-COMMERCE SPECIALIST

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PROFESSIONAL SUMMARY

E-commerce Specialist with 7+ years managing product listings, marketplace operations, and conversion improvements for home goods and general merchandise sellers. Keeps catalogs accurate, tests page changes, and grows online sales with careful, data-led work.

PROFESSIONAL EXPERIENCE

Senior E-commerce Specialist Feb 2024 - Present
Wayfair, Boston, MA

- Manage listings and content for a 3,000-SKU furniture category, keeping titles, images, and specs accurate.
- Ran A/B tests on image order and descriptions across 60 top products, lifting conversion by 12%.
- Audited the attributes and images on the top 200 products against marketplace standards and corrected 90 listings that were missing required data.
- Monitor marketplace feeds and fix data errors within a day, reducing listing suppression by about 40%.
- Train two specialists on catalog standards and review their uploads each week.

E-commerce Specialist Jan 2022 - Jan 2024

- Created and optimised product listings for 1,200 new items with keyword-led titles and complete attributes.
- Reviewed weekly sales and traffic reports and flagged 25 underperforming items for price or content changes.
- Launched the category on two additional marketplaces with adapted titles and pricing, adding about 8% to monthly online revenue within a quarter.
- Coordinated promotions and seasonal banners with the merchandising team, delivering every campaign on its start date.
- Handled customer review responses and passed product issues to suppliers with photos and order details.

Online Merchandising Associate Jun 2019 - Dec 2021
Target, Minneapolis, MN

- Uploaded and updated product data for household categories and checked pricing against the approved file.
- Built weekly in-stock and content completeness reports that the category team used to prioritise fixes.
- Compared competitor pricing and delivery promises on 150 key items each month and recommended updates that protected conversion on those pages.
- Tested search keywords on household listings and rewrote titles and bullets, which improved page views for 80 items over two months.
- Reviewed customer returns and reviews for the home category and passed the top issues to vendors, which led to improved product descriptions on 30 items.
- Helped plan holiday site updates by preparing the item lists and image requests on time, so that all featured products were live before the campaign start date.

CORE SKILLS

Product listings | Marketplace operations | Catalog management | Conversion optimisation | A/B testing | SEO for product pages | Amazon Seller Central | Shopify | Feed management | Pricing and promotions | Google Analytics | Excel | Content QA | Inventory visibility | Customer reviews

EDUCATION

B.S. in Marketing, Northeastern University, Boston, MA

CERTIFICATIONS

Google Analytics Certification | Meta Certified Digital Marketing Associate | Shopify Partner Academy Certificate