

JULIAN MERCER

EMAIL MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Email Marketing Specialist with 7+ years building automated lifecycle programs for subscription and e-commerce brands. Uses segmentation, experimentation, deliverability controls, and behavioral data to increase conversion and retention without exhausting the audience.

PROFESSIONAL EXPERIENCE

Senior Email Marketing Specialist Dropbox, San Francisco, CA

Jan 2023 - Present

- Owned lifecycle email for 5.8M self-serve users, increasing email-attributed annual recurring revenue \$21M.
- Built behavior-based onboarding and upgrade journeys, improving 30-day activation 13% in holdout-tested releases.
- Created propensity and use-case segments with Analytics, raising paid conversion 9% while reducing send volume 17% and improving the relevance of upgrade prompts.
- Implemented domain, complaint, and inbox-placement monitoring, improving primary-inbox delivery from 86% to 94%.
- Introduced frequency and fatigue controls that reduced unsubscribes 19% while preserving incremental conversion.
- Documented measurement standards for holdouts, attribution windows, and incremental revenue across lifecycle programs.

Email Marketing Specialist Chewy, Plantation, FL

May 2020 - Dec 2022

- Managed 34 weekly campaigns across replenishment, promotion, and loyalty, generating \$38M in measured annual revenue while maintaining margin and complaint-rate guardrails.
- Automated pet-stage and reorder journeys in Braze, increasing repeat purchase 16% across 2.1M customers.
- Ran 46 subject, creative, offer, and cadence tests with predeclared hypotheses, margin guardrails, documented stopping rules, and reusable findings.
- Standardized QA across links, rendering, personalization, and suppression, reducing campaign defects 72%.
- Built channel dashboards covering incremental revenue, unsubscribe, complaints, and cohort retention.
- Partnered with Creative on modular content blocks that enabled faster testing across lifecycle stages and customer segments.
- Aligned merchandising, analytics, and creative teams on campaign calendars, audience exclusions, offer rules, and measurement ownership before every high-volume promotional send.

Lifecycle Marketing Coordinator Etsy, Brooklyn, NY

Aug 2017 - Apr 2020

- Produced triggered buyer and seller journeys across 11 markets, increasing click-to-purchase conversion 12%.
- Maintained modular templates and localization workflows that shortened campaign production 31%.
- Partnered with Legal and Privacy on consent and preference controls for GDPR launch readiness.
- Analyzed cohort response by frequency and tenure, informing suppression rules that protected engagement quality.
- Built weekly performance summaries that separated engagement indicators from downstream conversion and retention.

CORE SKILLS

Email automation | Lifecycle marketing | Segmentation | Braze | Salesforce Marketing Cloud | A/B testing | Deliverability | Personalization | HTML email | Campaign QA | Retention | CRM analytics | Consent management | Journey orchestration

EDUCATION

B.S. in Marketing, Indiana University Bloomington, Bloomington, IN

CERTIFICATIONS

Salesforce Marketing Cloud Email Specialist | Braze Certified Marketer