

JULIAN MERCER

FIELD MARKETING MANAGER

San Francisco, CA | (415) 555-0148 | julian.mercer@email.com | [linkedin.com/in/julianmercerc](https://www.linkedin.com/in/julianmercerc)

PROFESSIONAL SUMMARY

Field Marketing Manager with 9+ years building regional programs that create qualified pipeline and accelerate priority accounts. Aligns Sales, partners, customer evidence, and event operations around measurable market plans rather than isolated activities.

PROFESSIONAL EXPERIENCE

Senior Field Marketing Manager Snowflake, San Mateo, CA

Jul 2022 - Present

- Owned West region field strategy across \$92M in target pipeline, influencing \$31M in closed annual contract value.
- Built account-based programs for 140 enterprise accounts, increasing sales-accepted opportunities 28% year over year.
- Produced 22 executive dinners, workshops, and customer forums with 74% priority-account attendance.
- Created multi-touch attribution and follow-up SLAs with Revenue Operations, raising campaign-sourced pipeline acceptance from 67% to 91%.
- Managed a \$4.8M regional budget and partner funds, reallocating 24% toward programs with stronger opportunity progression.
- Built executive account briefs with Sales that connected event agendas to active opportunities, stakeholders, and next decisions.

Field Marketing Manager Okta, San Francisco, CA

May 2019 - Jun 2022

- Developed territory plans with 34 sellers, generating \$46M in influenced pipeline across security and identity segments.
- Launched partner workshops that produced 380 qualified meetings at 32% lower cost than standalone events.
- Built customer-speaker and proof-point programs, increasing executive-event conversion to opportunity 19%.
- Established weekly campaign reviews that improved lead follow-up within five business days from 58% to 88%.
- Packaged regional learnings into quarterly playbooks used by North America and EMEA field teams.
- Coordinated regional customer stories and executive speakers, improving target-account registration and program credibility.
- Built integrated pre-event and post-event plays with account teams, partners, and marketing automation owners, preserving buying context through every handoff.

Regional Marketing Specialist Box, Redwood City, CA

Aug 2016 - Apr 2019

- Coordinated 35 annual field programs across six territories, delivering 97% on-time and within-budget execution.
- Segmented registration and opportunity data to improve invite lists, raising target-account attendance 21%.
- Standardized event briefs, vendor controls, and post-event handoffs for regional marketing teams.
- Negotiated venue and vendor agreements that reduced average program cost 14% without lowering attendee experience scores.
- Reconciled registrations, attendance, meetings, and opportunity outcomes within ten business days of each event.

CORE SKILLS

Field marketing | Event marketing | Account-based marketing | Pipeline attribution | Regional planning | Sales alignment | Partner marketing | Executive programs | Budget management | Salesforce | Marketo | Campaign operations | Vendor management | Lead follow-up

CERTIFICATIONS

Marketo Certified Expert | Certified Meeting Professional

EDUCATION

B.A. in Communication, University of Southern California, Los Angeles, CA