JULIAN MERCER

FREELANCE WRITER

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PROFESSIONAL SUMMARY

Freelance Writer with 10+ years writing articles, white papers, and email campaigns for health, finance, and B2B clients. Delivers researched, on-brief drafts on schedule and builds repeat relationships through reliable work.

PROFESSIONAL EXPERIENCE

Freelance Writer Mar 2018 - Present
Self-Employed, Portland, OR

- Write 12 to 16 long-form articles a month for 14 recurring clients, and 80% of them have booked work for more than a year.
- Produced a 5,000-word white paper on payments compliance for a fintech client that generated 600 gated downloads in its first quarter.
- Ghostwrite a bi-weekly executive newsletter with a 41% open rate, about ten points above the client's earlier average.
- Interview subject experts and cite primary sources, and have passed editorial fact-checks with no published corrections.
- Rewrote an e-commerce blog calendar around search intent and lifted organic visits to the blog by 55% in eight months.
- Raised average rates from $0.12 to $0.22 per word through niche focus and clear packages.
- Track pitches, invoices, and deadlines in Notion and Airtable, and have delivered 97% of assignments by the due date.

Content Writer Jun 2015 - Feb 2018
Healthline Media, San Francisco, CA

- Wrote 20 reviewed health articles a month on nutrition and chronic conditions, each checked against clinical sources and an editor.
- Updated 150 older articles with new research and links, and organic traffic to those pages rose 28% in six months.
- Worked with medical reviewers to turn technical notes into plain-language copy at an eighth-grade reading level.
- Built keyword briefs with the SEO team and had two guides reach the first page of results for their target terms.
- Met a daily publishing schedule across a team of ten writers without missing an assigned date in two years.
- Developed a 12-article series on sleep that drew 90,000 monthly readers by the end of its first quarter.

Editorial Assistant Jul 2013 - May 2015
Willamette Week, Portland, OR

- Fact-checked and proofread 25 stories a week for the print edition and the website under daily deadlines.
- Wrote 60 short news items and event listings, learning to deliver a clear point in 150 words or fewer.
- Transcribed and organized interviews for senior reporters, saving each about three hours a week.
- Managed the reader tips inbox and routed 15 to 20 tips a week to the right editor.
- Built the weekly arts calendar in the content system and kept it error-free before print.

CORE SKILLS

Long-form articles | White papers | Email copywriting | Ghostwriting | SEO writing | Interviewing | Fact-checking | Editing | Content briefs | AP style | WordPress | Pitching | Project management | Research

EDUCATION

B.A. in Journalism, University of Oregon, Eugene, OR

CERTIFICATIONS

HubSpot Content Marketing Certification | Google Analytics Certification