

JULIAN MERCER

GROWTH MARKETING MANAGER

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PROFESSIONAL SUMMARY

Growth Marketing Manager with 9+ years of experience building acquisition, activation, lifecycle, referral, and expansion programs at Slack, Notion, and Dropbox. Uses experiment portfolios and cohort economics to create durable product-led growth.

PROFESSIONAL EXPERIENCE

Senior Growth Marketing Manager Slack, San Francisco, CA

Jul 2022 - Present

- Owned self-serve growth across acquisition, activation, and paid conversion, increasing annualized recurring revenue \$48M while protecting retained workspace quality.
- Built a 36-test quarterly roadmap across onboarding, lifecycle, pricing pages, and in-product prompts, improving workspace activation 15% across priority customer segments.
- Segmented team behavior by use case and size, increasing free-to-paid conversion 11% while reducing low-quality sales handoffs 18% in subsequent campaign planning.
- Launched behavior-triggered email and in-product journeys that improved 90-day retained workspaces 8 points and reduced reliance on calendar-based campaigns.
- Established incrementality and guardrail standards with Analytics, reducing inconclusive or invalid growth decisions 39%.
- Aligned Growth, Product, and Sales on a shared experiment intake model, increasing completed high-confidence tests 44% year over year at scale.

Growth Marketing Manager Notion, San Francisco, CA

May 2019 - Jun 2022

- Scaled template-led acquisition to 6.2M monthly organic visits and 720,000 registrations with a 24% first-value rate.
- Built referral and creator programs that generated 1.1M incremental signups at 43% lower cost than paid acquisition.
- Localized onboarding and lifecycle campaigns across nine markets, improving activated users 28% through market-specific use cases and message sequencing.
- Created cohort LTV reporting by channel and use case, reallocating 26% of spend toward higher-retention acquisition.

Lifecycle Marketing Manager Dropbox, San Francisco, CA

Jan 2018 - Apr 2019

- Designed trial onboarding that increased first-folder shares 17% and paid conversion 9% across 2.4M users, with holdouts protecting measurement quality at scale.
- Built churn-risk journeys using storage and collaboration signals, reducing voluntary churn 6% and focusing interventions on recoverable behavior without increasing media spend.

Marketing Automation Specialist Dropbox, San Francisco, CA

Aug 2016 - Dec 2017

- Ran 29 email and in-product experiments with holdouts, generating 340,000 incremental retained users and documenting guardrail outcomes for reuse.
- Standardized lifecycle event definitions with Product Analytics, increasing campaign eligibility accuracy to 97%.

CORE SKILLS

Growth strategy | Lifecycle marketing | Product-led growth | Experimentation | Activation | Retention | Referral programs | Segmentation | Marketing automation | Braze | Amplitude | SQL | Cohort analysis | LTV | Conversion optimization

EDUCATION

B.B.A. in Marketing, University of Michigan, Ann Arbor, MI

CERTIFICATIONS

Reforge Growth Series | Braze Certified Marketer | Amplitude Product Analytics Certification