JULIAN MERCER

GROWTH PRODUCT ASSISTANT MANAGER

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PROFESSIONAL SUMMARY

Growth Product Assistant Manager with 2+ years supporting onboarding, activation, and retention experiments at Duolingo and Spotify. Analyses funnels, documents test plans, and helps growth product managers ship small improvements that move conversion metrics.

PROFESSIONAL EXPERIENCE

Growth Product Assistant Manager Feb 2025 - Present
Duolingo, Pittsburgh, PA

- Support onboarding experiments by writing hypotheses, tracking plans, and results summaries for 14 tests in the first year, so each result could be reviewed against the original goal.
- Analysed funnel data in SQL and Amplitude to find a drop-off in day-two return, informing a reminder experiment.
- Coordinated launch checklists with Engineering and Design, keeping experiment release defects below 3% across 14 tests by confirming tracking, targeting, and rollback steps before launch.
- Built a shared experiment backlog of 70 ideas scored by impact and effort, adopted by the growth team in planning and used to choose each quarter's first tests.
- Compiled learner survey themes into a monthly insight deck that shaped two activation test priorities, giving the growth manager direct learner language to cite in planning.
- Maintained dashboards for sign-up, activation, and week-one retention reviewed in weekly growth meetings, checking each refresh for data gaps before the team met.
- Documented results for 14 completed tests in a searchable log, so the team could see which ideas had already been tried and why.

Product Analyst Intern Jun 2024 - Dec 2024
Spotify, New York, NY

- Analysed free-to-premium conversion paths and presented three funnel improvement ideas to the subscriptions team.
- Prepared test readouts with confidence intervals and clear recommendations for product managers and designers.
- Documented tracking events and checked data quality for a new trial offer, correcting 11 instrumentation issues.
- Collected competitor onboarding screenshots and summarised patterns for a pricing and paywall working session, which the team used to shortlist two offer tests.
- Supported a five-person squad in sprint ceremonies, taking notes and following up on action items so decisions made in planning and reviews reached owners within a day.
- Built a lightweight retention cohort report in Looker used in two team reviews.
- Compared day-seven retention across five signup sources in SQL and shared the weakest cohort with the lifecycle team.

CORE SKILLS

Growth experimentation | Funnel analysis | A/B test design | SQL | Amplitude | Looker | Onboarding optimisation | Retention analysis | Hypothesis writing | Backlog prioritisation | Jira | User surveys | Data visualisation | Cross-functional coordination

EDUCATION

B.S. in Statistics, Carnegie Mellon University, Pittsburgh, PA

CERTIFICATIONS

Google Analytics Certification