

JULIAN MERCER

GROWTH PRODUCT MANAGER

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PROFESSIONAL SUMMARY

Growth Product Manager with 8+ years of experience improving acquisition, activation, engagement, and monetization at Netflix, Spotify, and Duolingo. Builds rigorous experiment portfolios that create durable customer value and measurable revenue growth.

PROFESSIONAL EXPERIENCE

Growth Product Manager Netflix, Los Gatos, CA

Jun 2021 - Present

- Owned signup and plan-selection journeys across 18 markets, increasing paid conversion 14% and annualized revenue \$96M while preserving trial quality.
- Built an experimentation portfolio of 42 tests across pricing, messaging, and checkout, delivering a 31% cumulative lift in completed subscriptions across subsequent roadmap reviews.
- Segmented cancellation intent and launched targeted save flows that reduced voluntary churn 7% without increasing support contacts for the next planning cycle.
- Partnered with Data Science to establish sample-ratio, novelty, and guardrail checks, reducing invalid experiment decisions 46% without weakening customer guardrails.
- Led localization of payment recovery across nine markets, restoring 1.2M subscriptions and \$38M in annual revenue through market-specific retry and messaging rules.
- Introduced weekly growth reviews with shared metric definitions, cutting experiment decision time from 12 to seven days and clarifying accountable follow-up actions.

Senior Growth Product Manager Spotify, New York, NY

Apr 2018 - May 2021

- Redesigned mobile activation around first-value actions, increasing seven-day listener retention 11% across 6.5M new users.
- Launched referral loops in five markets that generated 820,000 incremental trials at 37% lower acquisition cost than paid channels across priority product workflows.
- Created a lifecycle test framework across push and email, lifting reactivation 18% while reducing message volume 12% and protecting opt-out guardrails at scale.
- Prioritized growth work by incremental impact and engineering cost, increasing quarterly experiment throughput from 18 to 31 tests with clear accountable follow-through.
- Partnered with Brand and Legal on referral safeguards, holding abuse below 0.4% while scaling the program to five markets.

Product Analyst Duolingo, Pittsburgh, PA

Jul 2015 - Mar 2018

- Analyzed lesson-completion cohorts and identified an early difficulty spike, informing a redesign that improved day-30 retention 9% across subsequent roadmap reviews.
- Built SQL dashboards for acquisition, activation, streaks, and subscription conversion, giving weekly growth reviews consistent cohort and experiment evidence.
- Designed and analyzed 26 experiments with power calculations and guardrails, shipping seven changes globally and documenting why the remaining tests stopped.
- Segmented trial users by acquisition source and surfaced a cohort with 24% higher paid conversion for targeted onboarding.

CORE SKILLS

Growth strategy | Experimentation | Funnel optimization | Activation | Retention | Monetization | Lifecycle product | Pricing | Segmentation | SQL | Amplitude | Looker | A/B testing | Cohort analysis | Growth models

EDUCATION

B.A. in Economics, Duke University, Durham, NC

CERTIFICATIONS

Reforge Growth Series | Amplitude Product Analytics Certification | SQL for Data Analysis