

# JULIAN MERCER

## JUNIOR ASSOCIATE PRODUCT MANAGER

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### PROFESSIONAL SUMMARY

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Junior Associate Product Manager with 2+ years supporting B2B product discovery, backlog decisions, and launch measurement. Converts customer and operational evidence into clear requirements while coordinating the details that keep cross-functional delivery moving.

### CORE SKILLS

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Product discovery | Backlog management | User stories | Acceptance criteria | Product analytics | SQL | Jira | Experimentation | Launch coordination | Customer research | Roadmapping | Agile | Product operations | Stakeholder communication

### EDUCATION

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**B.S. in Business Analytics**, Boston University, Boston, MA

### CERTIFICATIONS

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Certified Scrum Product Owner | Amplitude Product Analytics Micro-Certification

### PROFESSIONAL EXPERIENCE

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#### Junior Associate Product Manager HubSpot, Cambridge, MA

Jan 2025 - Present

- Supported onboarding roadmap decisions across 1.2M small-business users, contributing to a 12% increase in setup completion across subsequent roadmap reviews.
- Synthesized 28 customer interviews and 640 support cases into ranked workflow opportunities for quarterly planning.
- Wrote user stories and acceptance criteria for 17 improvements, reducing tickets returned for clarification 26% for the next planning cycle.
- Maintained launch dashboards and issue triage, shortening detection of adoption regressions from four days to one.
- Coordinated Design, Engineering, Analytics, and Support readiness for eight releases with 95% on-time completion.
- Prepared monthly roadmap updates that separated shipped output, observed outcomes, unresolved risks, and next decisions.
- Supported prioritization workshops with customer reach, impact, confidence, and effort evidence for each candidate initiative.

#### Product Operations Analyst Toast, Boston, MA

Jul 2023 - Dec 2024

- Built weekly product-health reporting across activation, feature use, support, and reliability for three product pods without weakening customer guardrails.
- Managed beta recruitment and feedback for 46 restaurant operators, identifying two critical launch blockers.
- Standardized release notes and enablement handoffs, reducing repeated field questions 31%.
- Automated Jira status and dependency reporting, saving product leads five hours per month.
- Facilitated release retrospectives that converted operational friction into three accepted product-process improvements.
- Tracked open product risks, decision dates, and owners across weekly reviews, reducing unresolved launch dependencies before acceptance.

#### Product Intern Wayfair, Boston, MA

Jun 2022 - Jun 2023

- Analyzed search and filter funnels with SQL, surfacing a mobile usability issue tied to 8% abandonment across priority product workflows.
- Supported five usability sessions and converted findings into design and acceptance updates.
- Prepared competitive briefs across seven commerce products for a roadmap planning workshop.
- Maintained decision logs and follow-up owners after weekly product reviews, improving closure on open questions.
- Partnered with Analytics on event-quality checks before using new funnel data in roadmap decisions.