JULIAN MERCER

MARKETING ASSISTANT MANAGER

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PROFESSIONAL SUMMARY

Marketing Assistant Manager with 3+ years supporting campaign calendars, events, email, and social programs for consumer and B2B brands. Coordinates agencies and designers, tracks results in clear reports, and helps managers deliver launches on time and on budget.

PROFESSIONAL EXPERIENCE

Marketing Assistant Manager Jan 2025 - Present
Mailchimp, Atlanta, GA

- Coordinate a monthly campaign calendar of 18 email, social, and web launches with product marketing and design teams.
- Track campaign budgets of $420K in a shared tracker, flagging overruns early and keeping spend within 2% of plan.
- Wrote briefs and approvals workflows for freelance designers, cutting average asset turnaround from six days to four.
- Built weekly performance summaries for email and social, helping the manager adjust send timing and lift click rate 11%.
- Organised three customer webinars each quarter, averaging 640 registrants and a 41% live attendance rate.
- Maintained the brand asset library and usage guidelines, reducing off-brand requests from regional teams by a third.
- Prepared quarterly business review decks with campaign results, spend against plan, and next-quarter recommendations for the marketing director.

Marketing Coordinator Jun 2023 - Dec 2024
Hootsuite, Vancouver, BC

- Scheduled and published social content for four channels, growing organic engagement 18% over twelve months.
- Supported two trade-show bookings with logistics, collateral, and lead follow-up, delivering 310 contacts to sales.
- Compiled competitor and campaign research into short monthly briefs used in planning meetings.
- Cleaned and segmented contact lists in HubSpot, improving email deliverability from 94% to 97%.
- Coordinated agency invoices and purchase orders, ensuring on-time vendor payments across six active projects.
- Drafted newsletter copy and landing-page updates, shipping 24 pieces with manager review and no missed deadlines.
- Built a shared campaign tracker with owners and due dates for 12 monthly deliverables, cutting missed handoffs to near zero.

CORE SKILLS

Campaign coordination | Marketing calendars | Email marketing | Social media scheduling | Event support | Budget tracking | Agency coordination | HubSpot | Asana | Canva | Google Analytics | Reporting | Copy editing | Stakeholder communication

EDUCATION

B.A. in Communications, University of Georgia, Athens, GA

CERTIFICATIONS

HubSpot Marketing Software Certification