JULIAN MERCER

MARKETING ASSISTANT

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PROFESSIONAL SUMMARY

Marketing Assistant with 3+ years supporting campaigns, email, and social channels for a retail brand and a professional sports team. Schedules content, builds reports in Google Analytics, and keeps event logistics and vendor details organized. Quick to learn new tools and comfortable handling several small projects at once.

PROFESSIONAL EXPERIENCE

Marketing Assistant Sep 2024 - Present
Williams-Sonoma, Inc., San Francisco, CA

- Schedule and QA about 25 marketing emails a month in Salesforce Marketing Cloud, catching broken links and wrong promo codes before send.
- Built a weekly performance report in Google Analytics and Excel that replaced a manual process and saved the team roughly 3 hours a week.
- Supported three seasonal catalog launches by gathering product copy and image approvals from 14 merchants on a shared tracker.
- Updated product listing pages on the website, correcting 120 pages with outdated descriptions during the spring refresh.
- Drafted 40 Instagram captions and replies a month for review by the social media manager.
- Coordinated shipping and samples for six influencer partners and logged their post links and engagement.
- Maintained the shared campaign calendar for a team of nine so launch dates, email sends, and social posts never overlapped.

Marketing Intern Feb 2024 - Aug 2024
San Francisco Giants, San Francisco, CA

- Supported the promotions team for 30 home games, packing giveaway items and confirming sponsor activation placements with the stadium operations team.
- Helped lift attendance at two themed nights by building ticket landing pages and emailing 35,000 season ticket and mini-plan holders.
- Compiled post-game sponsor summaries with photos and impressions data for the partnership team.
- Managed the intern content queue for the team's Instagram stories, posting about 15 game-day updates a week.
- Entered sponsor contact updates into the CRM and cleaned about 600 duplicate records before the season opener.

Social Media Assistant Jun 2023 - Jan 2024
Peet's Coffee, Emeryville, CA

- Posted to Instagram and TikTok on a content calendar, growing follower count by about 3,000 over six months.
- Responded to customer comments and direct messages within 24 hours and passed product complaints to customer care.
- Tracked weekly post performance in a spreadsheet and recommended dropping two low-performing formats.
- Shot and edited seasonal drink photos on a phone and tripod, improving average engagement on those posts by 20%.
- Wrote a one-page social media guide for store managers, covering how to share local news without breaking brand rules.

CORE SKILLS

Email marketing | Social media scheduling | Google Analytics | Salesforce Marketing Cloud | Canva | Excel and Google Sheets | Content calendars | Event logistics | Copywriting and proofreading | Asana | Reporting and dashboards | Vendor coordination | WordPress

EDUCATION

Bachelor of Arts in Communication, San Francisco State University, San Francisco, CA

CERTIFICATIONS

Google Analytics Certification, Google | HubSpot Content Marketing Certification, HubSpot Academy