JULIAN MERCER

MARKETING ASSOCIATE

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PROFESSIONAL SUMMARY

Marketing Associate with 5+ years in B2B software, running email nurture, webinars, and content syndication programs that feed a sales team. Tracks campaigns from first touch to opportunity in Salesforce and HubSpot and adjusts spend by cost per lead. Works closely with sales development and product marketing.

PROFESSIONAL EXPERIENCE

Marketing Associate Jul 2023 - Present
Asana, San Francisco, CA

- Run monthly email nurture programs for 60,000 leads, improving lead-to-opportunity conversion from 2.9% to 3.7% over four quarters.
- Produce 2 webinars a month with product marketing, averaging 650 registrants and a 41% live attendance rate.
- Built a content syndication program with three publishers that generated 1,100 leads at a cost per lead 22% below paid social.
- Created a Salesforce campaign report that let sales development see every lead's content history before outreach, and cut response times to 90 minutes.
- Wrote and edited landing pages in Webflow, testing headlines that lifted form conversion from 24% to 31%.
- Briefed designers on webinar and ebook assets, and kept 14 campaign deliverables on a shared tracker with weekly status updates.
- Piloted an interactive product tour on the pricing page with the web team, adding about 450 trial starts a quarter.

Marketing Coordinator Aug 2022 - Jun 2023

- Managed the tradeshow calendar for 8 events, handling booth orders, lead scanning setup, speaker logistics, and post-event follow-up emails to every scanned lead within 48 hours.
- Set up UTM tracking and naming conventions for the team, which reduced unattributed leads in reports by about 30%.
- Reconciled the quarterly program spend of about $210,000 against invoices and flagged two billing errors to finance.
- Wrote the weekly event recap email for sales, so account executives could follow up with booth visitors within the same week.

Marketing Associate Jul 2021 - Jul 2022
Zendesk, San Francisco, CA

- Supported customer marketing by scheduling 12 case study interviews and publishing 9 stories used by sales in deals.
- Updated lifecycle emails for onboarding trial users, increasing the share of trials that created a first ticket from 38% to 44%.
- Measured campaign results weekly in Looker and flagged two underperforming ad sets that were then paused.
- Translated the top onboarding emails for two regional teams in coordination with local marketers, expanding sends to 18,000 new contacts.
- Organized a customer advisory dinner for 25 guests with the customer marketing lead, which produced three new reference accounts.
- Gave sales enablement a monthly one-page summary of top-performing assets, which reps reused in about 70 outreach sequences.

CORE SKILLS

Email nurture | Webinar production | Content syndication | Salesforce | HubSpot | Marketo | Webflow | Google Analytics | UTM tracking | A/B testing | Landing page optimization | Looker | Tradeshow management | Copywriting

EDUCATION

Bachelor of Science in Marketing, San Jose State University, San Jose, CA

CERTIFICATIONS

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