JULIAN MERCER

MARKETING COORDINATOR

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PROFESSIONAL SUMMARY

Marketing Coordinator with 4+ years running email, social, and event campaigns for B2B and consumer brands. Keeps calendars on time, builds reports on campaign results, and supports managers with clean execution.

PROFESSIONAL EXPERIENCE

Marketing Coordinator May 2023 - Present
HubSpot, Cambridge, MA

- Build and send 6 to 8 email campaigns a month in HubSpot, and lifted average open rate from 31% to 36% through subject line testing.
- Coordinated three webinars a quarter with speakers and sales, producing about 400 registrations per event.
- Created a monthly performance dashboard for the marketing director covering leads, cost per lead, and source mix.
- Manage the content calendar for blog and newsletter, publishing on schedule with 95% of items going live on the planned date.
- Coordinate with sales on lead handoffs and fix routing issues that delayed follow-up.
- Maintain the contact database, removing duplicates and bounces to keep deliverability healthy.
- Prepared the quarterly marketing report for the leadership team, linking campaign activity to pipeline contribution and next steps.

Social Media Coordinator Jul 2021 - Apr 2023
Wayfair, Boston, MA

- Scheduled daily posts across three channels and grew Instagram followers by about 18% in a year.
- Worked with influencers and designers to deliver a seasonal campaign on budget and two weeks ahead of launch.
- Tracked engagement weekly and shifted post timing toward the best performing slots.
- Wrote captions and short-form copy, and tested two formats that doubled video completion rates.
- Managed a monthly promotional budget of $6,000 and reported spend by channel.
- Coordinated with designers on creative briefs and approvals, and cut review rounds from three to two on average.
- Responded to comments and direct messages within a business day, escalating product complaints to support.

Marketing Intern Jan 2021 - Jun 2021
New Balance, Boston, MA

- Compiled competitor and trend research each month for the retail marketing team, which shaped two campaign briefs.
- Updated product pages and newsletter content and proofread copy for brand consistency.
- Helped plan a product launch event by managing invitations, RSVPs, and vendor logistics.
- Pulled weekly sales and web traffic data to measure interns' campaigns and gave a closing presentation to the department.

CORE SKILLS

Email marketing | Campaign coordination | Social media scheduling | Event and webinar coordination | Marketing automation | Content calendars | Performance reporting | Google Analytics | HubSpot | Canva | Copy editing | A/B testing | Budget tracking

EDUCATION

B.A. in Marketing, Northeastern University, Boston, MA

CERTIFICATIONS

HubSpot Email Marketing Certification | Google Analytics Certification