JULIAN MERCER

MARKETING DIRECTOR

San Francisco, CA | (415) 555-0148 | julian.mercer@email.com | linkedin.com/in/julianmercer

PROFESSIONAL SUMMARY

Marketing Director with 14+ years in B2B software, leading demand generation, lifecycle, and field marketing on a $4M budget. Rose from manager to director at one company by tying programs to pipeline.

PROFESSIONAL EXPERIENCE

Director of Marketing, Design and Make Jan 2022 - Present
Autodesk, San Francisco, CA

- Lead a team of 11 across demand generation, lifecycle, and field marketing, owning a $4.2M annual program budget.
- Grew marketing-sourced pipeline from $18M to $27M in two years by shifting 20% of budget from broad events to account-based programs for 300 target accounts.
- Cut blended cost per qualified lead by 17% by retiring six low-performing channels and consolidating agency spend with two partners.
- Set up a weekly pipeline review with sales leadership, which shortened lead follow-up time from 2 days to under 4 hours.
- Rebuilt the annual planning process around quarterly targets, which let the team reallocate budget twice a year with a documented rationale.
- Hired and developed three managers, two of whom were promoted within 18 months.

Senior Marketing Manager Jun 2018 - Dec 2021

- Launched a free-trial nurture program that lifted trial-to-paid conversion from 6.5% to 8.4% across a $60M product line.
- Managed five direct reports and two agencies, delivering 22 campaigns a year on time and within 3% of budget.
- Built a lead scoring model with sales operations that raised sales acceptance of marketing leads from 52% to 71%.
- Presented quarterly marketing results to the VP of Marketing and adjusted channel mix based on cohort payback.

Marketing Manager Feb 2016 - May 2018

- Managed email and webinar programs reaching 400,000 contacts, improving click-through rate from 2.1% to 3.0% through segmentation.
- Ran the company's presence at three trade shows a year, generating about 1,800 leads per show at a cost per lead 25% below plan.
- Briefed and managed an events agency and two copywriters, keeping every program inside its approved budget.
- Introduced a campaign brief template that cut kickoff meetings from three to one for most programs.

Marketing Specialist Aug 2012 - Jan 2016
Oracle, Redwood City, CA

- Coordinated regional campaigns for the applications portfolio, producing 90 events and webinars with a combined registration of 12,000.
- Built the first campaign performance dashboard for the team in Excel and Eloqua, replacing manual weekly reports.
- Wrote email and landing page copy for six product launches, with A/B tests that raised registration rates by 12%.
- Managed list segmentation and suppression rules for a database of 250,000 contacts, reducing unsubscribe rates by 15%.

CORE SKILLS

Demand generation | Account-based marketing | Marketing budgeting and forecasting | Pipeline reporting | Lifecycle marketing | Agency management | Team leadership and hiring | Marketo | Salesforce | Tableau | Lead scoring | Field and event marketing | Go-to-market planning

EDUCATION

Bachelor of Science in Business Administration, University of California, Berkeley, Berkeley, CA

CERTIFICATIONS

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