

JULIAN MERCER

MARKETING MANAGER

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

PROFESSIONAL SUMMARY

Marketing leader with 10+ years of experience shaping integrated growth programs for Google, Nike, and Spotify. Connects customer insight, positioning, campaign planning, budget stewardship, and cross-functional execution to grow adoption, revenue, and brand preference.

PROFESSIONAL EXPERIENCE

Marketing Manager Google, Mountain View, CA

Jun 2021 - Present

- Owned strategy for a \$420M portfolio across six segments, increasing qualified adoption 24% year over year.
- Directed a \$14M integrated budget, reallocating spend to improve revenue contribution 19%.
- Led go-to-market planning for four product launches across Product, Sales, Communications, and regional teams, generating 310,000 trials and \$28M in influenced pipeline.
- Translated research from 8,500 customers into a new messaging architecture, lifting aided consideration 11 points and campaign conversion 17% in priority segments.
- Established quarterly business reviews and a shared measurement framework, reducing duplicated campaign spend 16% and improving forecast accuracy from 71% to 89%.
- Led eight marketers and five agencies, raising on-time campaign delivery from 78% to 96%.
- Created a portfolio investment model connecting audience opportunity, channel contribution, and launch readiness, giving executives a defensible basis for quarterly budget shifts.

Senior Marketing Strategist Nike, Beaverton, OR

Apr 2018 - May 2021

- Developed seasonal marketing plans across retail, membership, athlete partnerships, and owned channels, contributing \$36M in incremental category revenue over three years.
- Segmented 5.2M members, increasing repeat purchase 13% and campaign revenue per recipient 21%.
- Coordinated global-to-local activation across 12 markets, improving campaign readiness 28% and achieving 92% adoption of core positioning and creative standards.
- Built business cases for \$7.8M in sponsorship and experiential investments, shifting funds toward programs that increased brand consideration 9 points among target consumers.
- Partnered with Merchandising and Finance to align launch calendars, inventory, and demand forecasts, reducing stockouts 18% across three priority product releases.
- Built an integrated planning cadence with retail and e-commerce leaders, resolving offer, inventory, and media conflicts before seasonal campaign production began.

Marketing Specialist Spotify, New York, NY

Jul 2015 - Mar 2018

- Executed 85 integrated subscriber campaigns across email, social, partnerships, and out-of-home, generating 640,000 trial starts at 12% below acquisition target.
- Built artist partnership briefs that increased campaign engagement 32% and earned media reach 41%.
- Standardized campaign intake for six regions, cutting approval cycles 34% and rework 22%.
- Created weekly performance reporting across acquisition, engagement, and retention metrics, helping leaders redirect \$1.4M toward higher-performing audience programs.
- Developed an audience-testing library that converted campaign results into reusable guidance for creative briefs, channel selection, and regional planning.

CORE SKILLS

Marketing strategy | Integrated campaign planning | Go-to-market strategy | Brand management | Customer segmentation | Market research | Positioning and messaging | Budget management | Campaign measurement | Product launches | Agency management | Team leadership | Cross-functional leadership | Sales enablement | Marketing operations | Forecasting

CERTIFICATIONS

Professional Certified Marketer (PCM), Marketing Management | Google Analytics Certification | HubSpot Content Marketing Certification

EDUCATION

B.S. in Marketing, Northwestern University, Evanston, IL