

JULIAN MERCER

MARKETING OPERATIONS MANAGER

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PROFESSIONAL SUMMARY

Marketing Operations Manager with 9+ years building the systems, data, and governance behind predictable B2B growth. Connects CRM administration, automation, attribution, and process design to cleaner funnels, faster execution, and trusted revenue reporting.

PROFESSIONAL EXPERIENCE

Senior Marketing Operations Manager Atlassian, San Francisco, CA

Jul 2022 - Present

- Owned marketing operations for a \$110M pipeline target, standardizing campaign architecture across 14 global teams across priority customer segments.
- Redesigned lead lifecycle and routing in Salesforce and Marketo, improving qualified-lead acceptance from 71% to 92% in subsequent campaign planning.
- Built multi-touch attribution with Finance and Revenue Operations, reconciling 97% of campaign-influenced pipeline without increasing media spend.
- Consolidated 28 automation programs into governed templates, reducing build time 43% and campaign defects 61% across the annual portfolio.
- Led privacy, consent, and retention controls across 19 markets with zero material audit findings.
- Managed four operations specialists and an agency, raising on-time campaign launch from 82% to 97%.
- Established quarterly system-roadmap reviews with Sales, Data, and Marketing leaders, resolving ownership for critical funnel dependencies.

Marketing Operations Manager DocuSign, Seattle, WA

May 2019 - Jun 2022

- Administered Marketo and Salesforce workflows supporting 3,200 sellers and 48M annual prospect records with documented measurement ownership.
- Created funnel dashboards and stage definitions, reducing monthly pipeline reconciliation from six days to one across priority customer segments.
- Introduced database hygiene and enrichment rules, increasing reachable target-account contacts 26%.
- Created service-level agreements for campaign intake, audience delivery, and reporting that reduced last-minute exceptions 37%.
- Partnered with Sales Operations and Data Engineering to reconcile lifecycle stages, campaign membership, and opportunity influence before executive pipeline reviews.

Marketing Automation Specialist Zendesk, San Francisco, CA

Aug 2016 - Apr 2019

- Built nurture and scoring programs across six segments, increasing marketing-qualified opportunity conversion 18% in subsequent campaign planning.
- Automated campaign QA and naming checks, preventing 120 tracking and audience errors before launch without increasing media spend.
- Documented operating procedures and trained 35 marketers on compliant list, campaign, and reporting practices.
- Created intake and prioritization rules that reduced unplanned campaign requests 28% across two quarters.
- Evaluated and retired seven low-value tools, saving \$640K annually and simplifying identity and data governance.
- Built campaign taxonomy and UTM controls that increased attributable digital spend from 78% to 98%.

CORE SKILLS

Marketing operations | Salesforce | Marketo | Marketing automation | CRM administration | Lead routing | Lifecycle management | Attribution | Data governance | Campaign operations | Funnel analytics | Consent management | Process design | Team leadership

CERTIFICATIONS

Salesforce Certified Administrator | Marketo Certified Expert

EDUCATION

B.S. in Management Information Systems, University of Arizona, Tucson, AZ