JULIAN MERCER

MARKETPLACE MANAGER

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

PROFESSIONAL SUMMARY

Marketplace Manager with 11+ years growing third-party seller programs and marketplace channels. Balances seller quality, onboarding, and policy with listing health and revenue, and works closely with category, finance, and support teams.

PROFESSIONAL EXPERIENCE

Marketplace Manager Jan 2023 - Present
Wayfair, Boston, MA

- Lead a team of five managing 900 active sellers in home goods, and grew marketplace revenue 22% over two years through better onboarding and seller support programs.
- Introduced a seller scorecard covering ship time, defects, and returns, which cut late shipments by a third within two quarters, and sellers used it in quarterly reviews.
- Set the onboarding playbook with legal and support, shortening time to first sale for new sellers from 21 days to 12 days, using feedback from the first 40 sellers who went through it.
- Partnered with category leads on assortment gaps and recruited 60 sellers in outdoor furniture ahead of the peak selling season, with each seller vetted for quality and delivery history.
- Report marketplace health to the director each month, covering revenue, seller churn, and policy actions, and propose investments in seller tools and support staffing.

Associate Marketplace Manager Jun 2021 - Dec 2022

- Managed relationships with 250 sellers, resolving listing disputes and policy questions with a median response time under one day and clear written follow-up.
- Audited listing content weekly and flagged missing dimensions and images, raising the share of complete listings from 78% to 91%, using a short checklist shared with sellers.
- Built a Tableau view of seller sales, defects, and returns that account managers used in monthly business reviews with sellers and category leads.

Seller Operations Manager Jul 2018 - May 2021
Chewy, Dania Beach, FL

- Supervised drop-ship vendor operations, tracking fill rate and ship times for 120 partners across pet supplies and accessories, and reported misses weekly to category leads.
- Worked with carriers and vendors to fix recurring delivery problems, which lowered damage claims by 14% in the first year of the program through better packaging standards.
- Created the vendor escalation process used by support, which cut average resolution time from six days to three days, and support teams found the steps easy to follow.

Marketplace Analyst Mar 2017 - Jun 2018
Newegg, City of Industry, CA

- Monitored pricing and stock for 2,000 marketplace listings and flagged errors that would otherwise have cost the business margin, using daily exception reports and spreadsheet checks.
- Prepared weekly performance reports for category managers covering seller growth, conversion, and return rates by product line, which the team used when setting seller targets.
- Tested a seller fee change with a small group before launch and summarized the results, which guided the final rollout plan, and told sellers what to expect before it took effect.

Customer Operations Associate Jun 2015 - Feb 2017
Overstock, Midvale, UT

- Handled seller and customer escalations on marketplace orders, closing cases within the service target in most weeks of the year, keeping a log of root causes for the weekly team review.
- Documented common listing errors and shared them with the seller team, which helped reduce repeat contacts about the same issues and added examples to the seller help pages.

CORE SKILLS

Marketplace strategy | Seller operations | Seller onboarding | Listing quality | Policy enforcement | Account management | Category growth | KPI scorecards | Fraud and risk awareness | Vendor communication | Tableau | SQL | Excel | Team leadership | Fee and policy design | Dispute resolution | Seller analytics | Cross-functional partnership | Policy enforcement

EDUCATION

B.S. in Business Management, Boston University Questrom School of Business, Boston, MA

CERTIFICATIONS

Google Analytics Certification | Lean Six Sigma Green Belt | Certified Supply Chain Professional (CSCP)