

JULIAN MERCER

PERFORMANCE MARKETING MANAGER

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PROFESSIONAL SUMMARY

Performance Marketing Manager with 9+ years of experience scaling paid acquisition at Amazon, DoorDash, and Expedia. Manages multi-channel budgets through incrementality, creative testing, conversion quality, and disciplined unit economics.

PROFESSIONAL EXPERIENCE

Senior Performance Marketing Manager Amazon, Seattle, WA

Jul 2022 - Present

- Managed \$74M across paid search, social, display, and affiliate channels in 10 markets, increasing incremental customers 18% at flat blended CAC.
- Built geo-holdout and lift-testing plans with Data Science, identifying 21% of attributed conversions as non-incremental and reallocating \$9.8M at scale.
- Launched a creative testing system across 460 assets, improving first-purchase conversion 13% and reducing fatigue-related CPA inflation 17% at scale.
- Integrated margin and 90-day repeat behavior into bidding tiers, increasing contribution profit \$31M year over year.
- Automated pacing and anomaly alerts across Google, Meta, TikTok, and Amazon Ads, reducing budget variance from 8.2% to 1.6% at scale.
- Renegotiated agency scopes and platform commitments against marginal return, releasing \$3.4M for higher-incrementality programs across priority customer segments.

Performance Marketing Manager DoorDash, San Francisco, CA

May 2019 - Jun 2022

- Scaled paid acquisition from 24 to 110 markets while holding first-order CAC within 4% of target.
- Segmented bids by density, cuisine supply, and repeat propensity, improving 60-day payback 19%.
- Partnered with Product on landing-page experiments that increased signup-to-order conversion 16% across 3.8M visits.
- Reduced branded-search cannibalization 34% using matched-market tests and tighter query governance.
- Built a weekly investment dashboard combining spend, payback, margin, and cohort quality for Finance and Growth leadership in subsequent campaign planning.

Paid Media Specialist Expedia, Seattle, WA

Aug 2016 - Apr 2019

- Optimized \$18M in Google Ads spend across flights and hotels, increasing gross profit per click 22%.
- Built keyword and destination feeds covering 180,000 combinations, reducing manual campaign setup 76%.
- Introduced offline conversion imports for completed travel, improving value-based bidding accuracy 27%.
- Created weekly query and placement reviews that reduced wasted spend \$1.9M annually.
- Created cross-channel test documentation that turned 54 campaign learnings into reusable audience, creative, and bidding standards without increasing media spend.

CORE SKILLS

Paid search | Paid social | Programmatic | Media planning | Incrementality | Attribution | Creative testing | Google Ads | Meta Ads | TikTok Ads | Value-based bidding | GA4 | Budget pacing | Landing pages | Unit economics

EDUCATION

B.S. in Economics, University of Pennsylvania, Philadelphia, PA

CERTIFICATIONS

Google Ads Search Certification | Meta Certified Media Buying Professional | Google Analytics Certification