JULIAN MERCER

PR MANAGER

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PROFESSIONAL SUMMARY

PR Manager with 10+ years in agency and in-house technology communications, leading media relations, launch announcements, and executive visibility. Builds coverage in Tier 1 business and trade outlets and prepares spokespeople and leaders for interviews. Ties earned media to product and revenue priorities.

PROFESSIONAL EXPERIENCE

Senior Manager, Corporate Communications Apr 2022 - Present
Okta, San Francisco, CA

- Lead media relations for identity security announcements, landing 70+ articles a quarter in outlets including Wall Street Journal, CNBC, and TechCrunch.
- Planned the product launch press program for an annual conference, producing 38 pieces of coverage and 11 live broadcast interviews in launch week.
- Prepared the CEO, CTO, and CISO for 40 interviews and panel appearances with briefing documents and practice Q&A sessions.
- Managed a $320,000 annual agency budget and cut retainer costs by 14% by moving to project-based work for two regions.
- Turned around approved statements for security-related press inquiries within an hour, working with legal and the security team.
- Report share of voice and message pull-through quarterly against three competitors using Meltwater.
- Built a bench of six trained executive spokespeople through quarterly media training with mock interviews and recorded feedback.

Account Supervisor Jan 2020 - Mar 2022
Edelman, San Francisco, CA

- Led a team of four on enterprise software accounts worth $1.1M a year in fees, with 95% client retention across renewals.
- Secured the launch coverage for a data platform company's rebrand, producing 26 articles in two weeks including a front-page business story.
- Wrote press releases, pitches, and byline articles; placed 9 bylines for client executives in a year.
- Developed monthly coverage reports and recommendations for client leaders, with sentiment and message pickup tracked in Cision.

Account Executive Aug 2016 - Dec 2019

- Pitched journalists on behalf of consumer technology and fintech clients, securing 180 pieces of coverage across 3 years.
- Supported six press events and media tours by managing invitations, briefings, and day-of logistics.
- Built and maintained a media list of 450 reporters and updated it quarterly with beats and recent articles.

CORE SKILLS

Media relations | Press release writing | Crisis communications | Executive media training | Product launch communications | Meltwater | Cision | Message development | Byline and thought leadership | Agency management | Share of voice measurement | Briefing documents | Social media amplification

EDUCATION

Bachelor of Arts in Public Relations, University of Southern California, Los Angeles, CA

CERTIFICATIONS

Accreditation in Public Relations (APR), Universal Accreditation Board