JULIAN MERCER

PRODUCT MARKETING ASSISTANT MANAGER

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PROFESSIONAL SUMMARY

Product Marketing Assistant Manager with 3+ years supporting launches, messaging, sales enablement, and competitive research for SaaS products. Turns product details into clear customer language and helps managers prepare teams and customers for every release.

PROFESSIONAL EXPERIENCE

Product Marketing Assistant Manager Jan 2025 - Present
Asana, San Francisco, CA

- Support launch plans for eight feature releases a year, coordinating checklists across Product, Sales, Support, and Design.
- Drafted release notes, FAQs, and in-app copy reviewed by Product, reducing launch-week support questions by 17%.
- Built a competitor tracker of 12 vendors and shared monthly updates that sales used in 30+ deal conversations.
- Created one-page battlecards and demo talk tracks, raising rep confidence scores from 3.4 to 4.2 in enablement surveys.
- Managed launch asset delivery in a shared workspace, keeping 96% of assets ready by the planned enablement date.

Product Marketing Coordinator Mar 2024 - Dec 2024

- Interviewed 24 customers with the manager and summarised themes that shaped two messaging updates.
- Updated sales decks and FAQs after each product release, keeping 40 slides and 25 answers accurate for the field team.
- Summarised win-loss notes from 15 closed deals into a short monthly brief shared with the product marketing manager.
- Organised launch-readiness checklists for six releases, tracking owners and dates until Sales and Support signed off each item.

Marketing Coordinator Jun 2023 - Feb 2024
Notion, San Francisco, CA

- Supported product announcements with blog, email, and social copy, helping drive 14,000 new template views at launch.
- Collected user feedback from surveys and community posts into monthly insight reports for the product team.
- Updated website feature pages and pricing comparisons with accurate details, resolving 40 content issues in a year.
- Coordinated webinars with customers and partners, averaging 520 registrants per event.
- Prepared slides and Q&A notes for sales kickoffs, helping new hires explain core use cases consistently.
- Tracked launch metrics for adoption, sign-ups, and engagement in a weekly dashboard for leadership.

CORE SKILLS

Product launches | Messaging | Sales enablement | Competitive research | Customer interviews | Release notes | Battlecards | Go-to-market planning | Content writing | Asana | Notion | Google Analytics | Presentation design | Cross-functional coordination

EDUCATION

B.A. in Business Administration, University of California, Berkeley, Berkeley, CA

CERTIFICATIONS

Product Marketing Alliance Core Certification