JULIAN MERCER

SENIOR MARKETING MANAGER

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PROFESSIONAL SUMMARY

Senior Marketing Manager with 9+ years planning integrated campaigns across brand, demand generation, and lifecycle channels. Leads cross-functional launches, manages agencies and a small team, and ties programs to pipeline, revenue, and customer retention.

PROFESSIONAL EXPERIENCE

Senior Marketing Manager Jan 2023 - Present
Salesforce, San Francisco, CA

- Lead integrated campaigns for a mid-market product line, contributing 28% of regional pipeline with a $5.4M program budget.
- Managed a team of four marketers and two agencies, shifting planning to quarterly goals that raised on-time delivery to 94%.
- Rebuilt the nurture program with sales feedback, improving lead-to-opportunity conversion from 9% to 13%.
- Created a campaign scorecard covering reach, pipeline, and cost per opportunity, now used in monthly leadership reviews.
- Launched a customer-story series with five reference accounts that shortened average late-stage deal cycles by 11 days.

Marketing Manager Jun 2020 - Dec 2022
Adobe, San Jose, CA

- Planned and ran quarterly campaigns for creative software subscriptions, growing trial starts 21% across three regions.
- Tested messaging and offers across email and paid social, improving trial-to-paid conversion 1.4 points.
- Presented performance readouts to senior leaders and recommended budget moves that reallocated $600K to stronger channels.
- Negotiated agency scopes and retainers for creative and media, reducing outside production costs by $340K over two years.

Marketing Specialist Jul 2018 - May 2020
Slack, San Francisco, CA

- Supported demand programs, webinars, and product announcements that generated 9,500 marketing-qualified leads over two years.
- Managed campaign tracking and UTM governance, improving attribution coverage of tracked leads from 68% to 90%.
- Wrote email, landing-page, and sales-enablement copy for launches with product marketing, shipping over 60 assets.

Marketing Associate Jul 2017 - Jun 2018
Intuit, Mountain View, CA

- Supported small-business email and webinar campaigns, building audience lists and scheduling sends for eight product promotions.
- Tracked campaign results in Excel and Google Analytics, giving the team a weekly view of clicks, leads, and cost per lead.

CORE SKILLS

Integrated campaigns | Demand generation | Lifecycle marketing | Marketing strategy | Agency management | Budget management | Team leadership | Messaging | Marketo | Salesforce | Campaign analytics | Customer marketing | Cross-functional planning | Presentation skills

EDUCATION

B.S. in Marketing, Santa Clara University, Santa Clara, CA

CERTIFICATIONS

Marketo Certified Expert | Pragmatic Institute Marketing Certification