

JULIAN MERCER

SOCIAL MEDIA MANAGER

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

PROFESSIONAL SUMMARY

Social Media Manager with 8+ years of experience leading global channel strategy, community programs, and social campaigns at Nike, Spotify, and Airbnb. Builds culturally relevant content systems that increase engagement, brand consideration, and measurable customer action.

PROFESSIONAL EXPERIENCE

Senior Social Media Manager Nike, Beaverton, OR

Jul 2022 - Present

- Led global social strategy across Instagram, TikTok, YouTube, and X for an audience of 290M, increasing meaningful engagement 27% across priority customer segments.
- Built rapid-response governance with Brand, Legal, and Athlete Relations, cutting approval time from 18 hours to 75 minutes.
- Launched creator-led running campaigns in 12 markets, generating 410M organic impressions and a 9% lift in product consideration in subsequent campaign planning.
- Introduced social listening and sentiment alerts across 24 launches, identifying six emerging reputation risks and routing each to a named response owner.
- Connected tagged social traffic to commerce reporting, attributing \$38M in revenue while documenting measurement limitations without increasing media spend.

Social Media Manager Spotify, New York, NY

May 2019 - Jun 2022

- Created artist and culture programming that grew TikTok followers from 1.2M to 8.7M with a 14% average engagement rate.
- Developed platform-specific tests across hooks, length, posting time, and creator format, improving video completion 31% and documenting reusable creative patterns.
- Managed a \$6.5M paid amplification budget, reducing cost per engaged listener 22% through creative and audience tests tied to retention quality at scale.
- Built community-response playbooks and trained 18 market managers, improving response SLA attainment from 68% to 95%.
- Established a quarterly channel portfolio review connecting audience growth, creative fatigue, community health, and paid efficiency to investment decisions.

Social Content Strategist Airbnb, San Francisco, CA

Aug 2016 - Apr 2019

- Produced host and traveler stories across 16 destinations, increasing saves and shares 36% while building a repeatable local review and rights process.
- Partnered with Insights to measure brand lift for three global campaigns, linking exposed audiences to a 7-point awareness gain across the annual portfolio.
- Established UGC permissions and asset tracking for 4,200 submissions, preventing material rights incidents and improving reuse across campaign teams.
- Created monthly channel reporting that shifted investment from low-retention impressions toward video completion and site action with documented measurement ownership.

CORE SKILLS

Social strategy | Community management | Content planning | Creator partnerships | Social listening | Brand safety | Paid social | Sprinklr | Brandwatch | TikTok | Instagram | YouTube | Measurement | Crisis response | UGC rights

EDUCATION

B.S. in Advertising, The University of Texas at Austin, Austin, TX

CERTIFICATIONS

Meta Certified Digital Marketing Associate | Hootsuite Social Marketing Certification | Brandwatch Consumer Research Foundations