

Julian Clarke

julianpclarke@gmail.com

203.451.6514

julianclarke.me

EXPERIENCE

MEDALLIA — San Francisco Bay Area

Product Marketing Manager (Promoted)

June 2018–Present

- Lead and manage launches for Medallia's customer engagement and platform administration products, representing ~60% of software ARR
- Influenced multiple \$1M+ ACV deals by consulting with sales to provide product, market expertise, CX best practices & competitive intelligence.
- Coordinate integrated product campaigns resulting in increased solution awareness and multi-million dollar pipeline generation
- Collaborate with product, engineering, customer insights and sales to lead projects in GTM strategy including roadmap development, demand generation, sales motion strategy, and sales enablement
- Position and map Medallia's technical capabilities into positive business outcomes and customer needs. Craft ideal customer lifecycle, deepen user engagement, and drive expansion across horizontal and vertical segments

Professional Services Senior Analyst (Promoted)

October 2017–June 2018

- Directed the technical configuration, service delivery, and account strategy for client portfolio representing \$3M+ ARR
- Partnered with Fortune 50 clients across retail, technology, and financial services on CX strategy, directing digital and brick-and-mortar innovation testing and technical architecture best practices. 100% portfolio retention and expanded programs by 20% over 18 months

Professional Services Analyst

July 2016–October 2017

- Configured architecture Package using advanced analytics to identify missed purchase opportunities and non-buyer feedback, enabling client users to increase revenue by remediating issues that caused lost sales
- Maintained a project and team NPS of 100 across four major implementations

FRATAPUS — St. Louis, Missouri

October 2014–May 2016

Co-Founder & Head of Go to Market

- Grew customer base to 135 paying accounts and 1,500+ users in 6 months
- Developed ABM and referral programs that led to accelerated intra-campus and intra-chapter growth. 80+% chapter penetration at U. of Texas–Austin, U. of Pennsylvania, Washington U., and others

ELASTICITY — St. Louis, Missouri

May 2015–August 2015

Digital Strategy

- Increased social brand awareness by 238% in 8 weeks leading to launch of a new lifestyle clothing brand
- Executed media planning and targeting analysis for 1 of 3 largest communications companies in the U.S. during major acquisition
- 1 of 40 students accepted for Google-hosted I-MIX Marketing Program

SPORTSBOARD — San Francisco Bay Area

May 2014–August 2014

Business Development

- Sourced and led a partnership with a major baseball showcase operator, growing forecasted ARR
- Assisted in mobile product design projects prior to updated and refreshed UI, deepened user engagement. Led summer promotional campaign

AWARDS AND LEADERSHIP

W. Alfred Hayes Award 2016

WU Greek Distinction Award 2016

Thomas H. Eliot Scholar 2012–2014

WU Greek Man of the Year 2015

John M. Schael Scholar 2015–2016

Academic All-UAA 2014–2016

CT Student Journalist of the Year 2012

- Varsity Baseball: Pitcher, 3.74 ERA, 105 Ks, UAA Champs '13, '15, '16
- IFC: President of 2k+ member Greek community. Founded WU Sexual Assault Prevention Task Force. Chancellor's Undergrad Council
- Relay For Life: Exec. board of 3rd largest collegiate Relay event in U.S. Raised \$900,000+ 2012–2016

1802 Mason St., San Francisco, CA 94133

EDUCATION

Washington University in St. Louis
B.A. in Economics, Marketing; 2016
3.6/4.0 GPA

SKILLS & EXPERTISE

GTM Strategy & Execution
Messaging & Positioning
Competitive Intelligence
Data Analysis & Storytelling
Customer Experience Management
Design Thinking
Experimentation, A/B Testing
HTML & XML
Javascript
Adobe Creative Suite