

Julian Clarke

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EXPERIENCE

MEDALLIA — San Francisco Bay Area

July 2016–Present

Product Marketing

- Develop and lead launch plans for Medallia's customer engagement and platform administration products, representing ~60% of software ARR
- 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
- 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
- Consult with deal teams to provide product, market expertise, CX thought leadership & competitive intelligence. Influenced \$1M+ ACV accounts
- Lead integrated product campaigns resulting in increased solution awareness and multi-million dollar pipeline generation

Professional Services

- Directed the technical configuration, service delivery, and account strategy for clients representing \$3M+ ARR
- Built complex product configurations with JavaScript, CSS, and API Integrations for enterprise operational software implementations
- Partnered with Fortune 50 clients across retail, technology, and finance on CX strategy, directing online and offline innovation testing and technical architecture best practices
- Created a retail Architecture Best Practice Package using advanced analytics to identify missed purchase opportunities and non-buyer feedback, enabling customers to reclaim lost sales and increase revenue.

FRATAPUS — St. Louis, Missouri

October 2014–August 2016

Co-Founder & Head of GTM

- Launched a best-in-class candidate tracking system for college fraternities
- Led product, marketing and design strategy, conducted UX research through design workshops and user experience interviews
- Developed a client base of 125 chapters and 1,500+ users in 6 months

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 one of the three largest communications companies in the U.S.
- 1 of 40 students accepted for Google-hosted I-MIX Marketing Program

SPORTSBOARD — San Francisco Bay Area

May 2014–August 2014

New Business & Product Marketing

- Sourced and led a partnership with a major baseball showcase operator. Played a role in development and rollout of strategic integrations at organizations like Perfect Game Baseball and IMG Academies.
- Assisted in mobile product design projects, leading to updated and refreshed UI. Led summer promotional campaign design.

AWARDS AND LEADERSHIP

W. Alfred Hayes Award 2016

Thomas H. Eliot Scholar 2012–2014

Academic All-UAA 2014, 15, 16

Greek Distinction Award 2016

WU Greek Man of the Year 2015

John M. Schael Scholar 2015

- Baseball: Pitcher, 3.74 ERA, 105 Ks, Conference Champs 2013, 2015, 2016.
- 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+ 2012-16).

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