

WENDI LIAO

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ABOUT

Experienced full-stack marketer with a knack for turning big ideas into scalable strategies and actionable tactics.

As a creative, strategic, and analytical marketing lead, I specialize in leveraging both online and offline tools to deliver impact in the post-digital age. With a track record in leading cross-functional, end-to-end initiatives - from conception and execution to evaluation and optimization - I deliver smart, resourceful solutions that drive growth, elevate brand identity, and create measurable results.

KEY STRENGTHS

**Integrated, Full-Stack & Digital Marketing | Full-Funnel & Cross-Platform Campaigns | Brand Vision, Identity & Strategy
Content, Design & Creative Direction | Web & Digital Development | Omnichannel Optimization, Insight & Analysis
Data Analytics & Storytelling | Marketing Operations, Tech & Resource Efficiency**

EDUCATION

The University of Texas at Austin <i>McCombs School of Business</i>	Bachelor of Business Administration, Marketing Advertising & Communications Minor Dean's List; <i>American Marketing Association</i>	2019
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EXPERIENCE

Everware International: Cangshan Cutlery – Brand Marketing Associate (Lead) | Austin, TX July 2023 - Present

- Drive brand, retail, and e-commerce growth for a family of cookware brands through full-stack execution of creative and digital strategies, contributing to increases of 31% in Shopify sales, 35% in conversions, and 47% in orders over 12 months.
- Support the launch and development of a new 'Made in America' brand tied to *Everware's* domestic manufacturing initiatives, as well as creative collaboration and product development with major retail partnerships such as Costco and Williams Sonoma.
- Produce branding refreshes for *Cangshan*, *New Star*, and *Everware* with cohesive identity and assets across all channels.
- Produce integrated media and brand designs spanning ads, email, web/landing pages, ecom, social, print, packaging & tradeshows.
- Manage paid media campaigns with a \$400k+ annual budget in collaboration with media buyers (*QRY agency*) – driving a 26.7% increase in impressions, 20.4% lift in purchases, and 10% YoY growth in attributed revenue through proactive optimizations, strategic ad testing, real-time campaign adjustments, operational improvements, and targeted expansion into niche platforms.
- Own *Cangshan's* ESP/review/loyalty platform & email marketing channel – leading to attributed revenue growth by 22%, order volume increases by 42%, and reduction in cost by 28%, which has resulted in a campaigns ROI increase from 8x to 29x.
- Conduct thorough analysis, testing, troubleshooting and optimization of full-funnel performance & processes - implementing efficiencies, learnings, and improvements that contributed to overall brand goals, revenue growth, and streamlined operations.

liaowendi.com – Marketing & Growth Strategist (Freelance) May 2019 - 21; June 2022 - 2023

- Provided marketing, brand/web design, content, business development, consulting, property management & translation services.
- Executed digital, social media, and content strategies that resulted in immediate, visible results for client accounts – for example, organic social growth of approximately 15-18% in followers, 35-66% in engagement, and 15-24% in reach month over month.
- Played key role in the launch, operations, growth, or expansion of client businesses across a variety of industries and channels.

Notable Clients: *Bayou Buzz (Aga's, Rouxpour, Yumcha, Charcuterie Houston), Niantic Labs, Creative Circle, Cyracom, Top Wellness*

Pelazzio Reception Venue – Marketing & Advertising Manager | Houston, TX June 2021 - 2022

- Led, coordinated, and executed full-funnel marketing efforts across CRM, email, website, SEO, PPC, social media, sales, and events.
- Proposed and executed rebranding & growth initiatives with new brand designs, strategies, optimizations & marketing plan.
- Managed cross-functional projects, KPI reporting, data analysis & annual advertising budget of \$130K with average ROAS of 27x.
- Executed front-end development and custom solutions, workflows/functions, modules, configurations & API integrations for WP site & Zoho CRM; developed & optimized user journeys, lead generation funnel, automation processes & paid media campaigns.
- Sustained significant social reach, engagement & follower growth, as well as increased lead gen conversions by average of ~51%; efforts contributing to 2.5x Open House event attendances & monthly sales consistently exceeding targeted goal of \$300k.

Leverage Marketing: Google Partners Agency – Search Marketing Intern | Austin, TX January - May 2016

- Provided organic and paid search audits, keyword research, copywriting, A/B testing for a variety of B2B & service provider clients

CORE COMPETENCIES

Skills: integrated/full-stack/digital marketing, brand/art/creative direction, graphic design, web development, CRM/email, SEM/SEO, PPC/paid ad media, content, social media, MarTech/automation/AI, events, trend/data/competitor analysis, client/partner relations

Technical: Hubspot, Zoho One, Meta Business Suite, Google Ads & Analytics, Canva, Adobe, Wordpress/Elementor, Squarespace, Wix, Shopify/PageFly, Marketo, Mailchimp, Constant Contact, Klaviyo, Attentive, Yotpo, Asana, Sprout Social, Metricool, Salesforce

Certifications & Memberships: Google Ads & Analytics, Meta, Hubspot, SEMRush/Moz/Ahrefs, DMI, American Marketing Assoc.

ADDITIONAL INFORMATION

Languages: Fluent in English and Mandarin Chinese; Working proficiency in Cantonese; Decently extended vocabulary in Spanish
Eligible to work in the U.S. with no restrictions. Based in Houston & Austin, Texas; Open to work travel or potential relocation.