

# WENDI LIAO

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## ABOUT

**Resourceful full-stack marketer who prioritizes impact and adapts to context at every turn, not only from conception to execution, but as well as evaluation to optimization.** Comprehensive track record of building, optimizing, and scaling cross-functional initiatives across paid, owned, and earned channels. Operating at the intersection of creative, strategic, and analytical -- I leverage full-funnel touchpoints across the online and offline spectrum of integrated marketing to deliver results in the post-digital age.

## KEY STRENGTHS

**Integrated & Full-Stack Marketing | Omnichannel Campaigns | Full-Funnel & Cross-Platform Optimization  
Design & Creative Direction | Copy & Content | Web & Digital Development | Brand Positioning, Identity & Strategy  
Audience Insight & Performance Analysis | Data, Attribution & Measurement | Technical Fluency | Ops & Resource Efficiency**

## EDUCATION

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| <b>The University of Texas at Austin</b><br>McCombs School of Business | <b>Bachelor of Business Administration, Marketing</b><br>Advertising & Communications Minor   Dean's List; American Marketing Association | 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-funnel execution of creative and digital strategies, contributing to DTC Shopify increases of 31% in sales, 35% in conversions, and 47% in order volume YoY.
- 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 review/loyalty platform & email marketing channel Yotpo – 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.
- 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 & tradeshow.
- Conduct thorough analysis, testing, troubleshooting and optimization of cross-functional systems, processes, and performance -- implementing efficiencies and improvements that contributed to overall brand goals, revenue growth & 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, Cyacom, 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/SMS, SEM/SEO, PPC/paid ads, content, social media, MarTech/automation/AI, events, trend/data/competitor analysis, 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; American Marketing Association

## 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.**