

# WENDI LIAO

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*Full-funnel marketer with 6+ years of experience owning strategy through execution across brand, performance, and lifecycle marketing.*

*Proven track record of building and scaling brands by aligning positioning, creative direction, and omnichannel integration to drive measurable near-term growth while strengthening long-term brand equity.*

**Integrated & Full-Stack Marketing • Omnichannel & Full-Funnel Campaigns • Positioning, Identity & Strategy  
Multimedia Design & Creative Direction • Web & Digital Development • Content & Copywriting  
Performance, Attribution & Measurement • Technical & Operational Proficiency • Data Insight & Analysis**

## EDUCATION

**The University of Texas at Austin**  
*McCombs School of Business*

**Bachelor of Business Administration**  
Marketing Major; Communication Studies Minor

*Dean's List '18, '19*

## EXPERIENCE

### **Independent Contractor Specialist**

*(Contract / Seasonal; On-site & Remote) | July 2025 – Current*

*Notable Work: Medical Insights, ReconMarketResearch, LanguageLine Solutions, Harris County Clerk's Office, SXSW*

### **Everware International | Integrated Marketing Lead**

*Austin, TX (Hybrid) | July 2023 – August 2025*

- Led brand & performance initiatives across paid, owned & earned media - including ads, email, loyalty/reviews/UGC, web, e-com, PR, social, print/packaging & tradeshow/events - driving DTC performance while supporting wholesale & retail (B2B2C) efforts.
- Developed visual refreshes & creative assets for growing portfolio of CPG/cookware brands including *Cangshan, New Star & Artaste*.
- Drove e-commerce growth through end-to-end execution of creative, digital & CRO strategies -- contributing to multiple record sales, Amazon performance gains, and YoY Shopify growth of 16% in revenue, 22% in conversions, and 31% in order volume.
- Managed \$400k+ annual ad spend budget in partnership with media buyer agency; produced, tested, and scaled multichannel campaigns, achieving ROAS of 3-4x plus YoY increases of ~27% in impressions, ~21% in purchases, and ~10% in attr. revenue.
- Owned email/SMS & loyalty/reviews/UGC platform, Yotpo -- driving over 2x subscriber list growth (11K → 24K+), 22% revenue growth, 42% order volume lift, and ROI increase from 8x to 29x; negotiated ~61% cost reduction during annual renewal.
- Supported conception and development of new 'Made in America' brand(s) tied to *Everware's* domestic manufacturing launch.
- Partnered on creative collaboration, product development, and GTM strategy across multinational teams, retail partners, and media relationships, including *Everware* factory, *Costco/Williams Sonoma/Crate&Barrel*, influencers/affiliates, PR agency & publications.
- Conducted testing, analysis, troubleshooting and optimization of digital/martech/information platforms, systems, and processes.

### **Bayou Buzz | Digital Media Strategist**

*Houston, TX (Contract; Hybrid) | June 2022 – July 2023*

• Refreshed agency brand and website while managing client accounts & creative ops to drive social media growth of 15-18% in followers, 35-66% in engagement, and 15-24% in reach MoM. *(Clients: Aga's, Charcuterie Houston, Yumcha, Rouxpour)*

### **Pelazzio Reception Venue | Lifecycle Marketing Manager**

*Houston, TX (On-site) | June 2021 – May 2022*

- Owned full-funnel marketing ecosystem across lead gen, sales enablement, and client experience -- managing \$130K annual ad budget, driving organic social growth, improving pipeline efficiencies & lifting event marketing attendance up to 2.5x.
- Executed front-end CRM development and digital lifecycle operations across WordPress and Zoho -- building workflows, modules, automations, API integrations, campaigns, and landing pages to optimize user journeys from acquisition through post-conversion.
- Led brand refresh initiatives, translating strategy into cohesive identity, messaging, and multimedia assets.
- Led cross-functional execution, KPI reporting & data analysis -- delivering ~23x MER & annual revenue above a \$3.5M baseline.

### **SMB Brand & Growth Consultant | [liaowendi.com/portfolio](http://liaowendi.com/portfolio)**

*(Freelance / Contract; Hybrid) | June 2019 - 2021*

- Fulfilled cross-functional business needs and delivered comprehensive solutions for start-up, growth-phase, and enterprise brands.
  - Supported and led marketing initiatives, system implementations, store openings, promotional events & product or brand launches.
- Notable Work: Niantic Labs/Truffel App, Top Wellness, Our Home Realty, Advanced Healthcare, Far East Antiques, Global O-Ring&Seal*

### **Leverage Marketing (Google Partners Agency) | Search Marketing Associate**

*Austin, TX (Internship; On-site) | Jan – May 2016*

- Supported paid and organic search client accounts with SEO/SEM audits, keyword research, content/copywriting, and A/B testing.

## KEY STRENGTHS

**Skills:** integrated/full-funnel/digital marketing, brand/product/growth strategy, art/creative direction, content/copy/design, PPC/ads, CRM/lifecycle, social media, SEM/SEO, email, web development, martech/automation, CRO/data/attribution, PR/affiliate, OOH/events

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

**Certifications:** Google Ads & Analytics, Meta Blueprint, Hubspot Digital/Email/Inbound/SEO/Social, SEMRush/Moz/Ahrefs, OSHA, NAP

**Affiliations & Development:** American Marketing Association (2015 – Current); Canva Create (2024, 2025); SXSW (2024, 2025, 2026)

**Verticals:** B2C/Consumer Products/CPG, E-commerce/Marketplace, Retail/B2B2C Wholesale, Agency, Kitchenware, Events & Venues, Restaurant/Hospitality, Social Tech/Mobile Apps, Language & Professional Services, Healthcare/Wellness, Non-profit/Education, Realty

**Languages:** Fluent in English and Mandarin Chinese; Working proficiency in Cantonese; Decently extended vocabulary in Spanish

*Based in Houston, Austin, and Chicago. Open to travel or relocation. Eligible to work in the U.S. with no restrictions. References available.*