

WENDI LIAO

www.liaowendi.com • (832) 708-6900 • [linkedin.com/in/liaowendi](https://www.linkedin.com/in/liaowendi) • hello@liaowendi.com

Full-stack marketer with 6+ years of experience owning strategy through execution across brand, performance, and lifecycle marketing. Proven track record of driving significant, measurable growth across paid, owned, and earned channels by integrating creative, technical, and analytical strategy across the full funnel.

CORE COMPETENCIES

**Integrated & Full-Stack Marketing | Omnichannel & Full-Funnel Campaigns | Multimedia Design & Creative Direction
Positioning, Identity & Strategy | Web, Digital & Experiential 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 Advertising & Communications Minor Dean's List '19	2019
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EXPERIENCE

Independent Contractor/ Consultant (Freelance & Contract) September 2025 – Present

- Engaged in fractional work while developing independent projects and assessing next career opportunities.

Everware International / Cangshan Cutlery | Integrated Marketing Lead Austin, TX | July 2023 – August 2025

- Produced brand refreshes, concepts, and assets for a growing family of cookware brands (*Cangshan*, *New Star* & *Everware*)
- Spearheaded integrated campaigns spanning ads, email, digital/web, e-commerce, PR, social, print/packaging & events/tradeshows.
- Drove brand, retail, and DTC performance growth through end-to-end execution of full-funnel creative and digital strategies -- contributing to YoY Amazon record wins and Shopify increases of 31% in sales, 35% in conversions, and 47% in order volume.
- Managed, produced, tested, and scaled multichannel paid media campaigns with \$400k+ annual budget; partnered with media buyer agency to achieve 26.7% increase in impressions, 20.4% in purchases, 10% YoY growth in revenue, and ~2.75x ROAS.
- Managed and optimized *Cangshan's* email marketing & UGC/review/loyalty platform, Yotpo -- achieving attributed revenue growth of 22%, order volume increases by 42%, and ROI increase from 8x to 29x; evaluated and negotiated contract savings of \$17k.
- Supported conception and development of new 'Made in America' brand(s) tied to *Everware's* domestic manufacturing launch.
- Partnered on creative collaboration and product development across multinational teams, retail partners, and media relationships, including *Everware* factory, *Costco/Williams Sonoma/Crate & Barrel*, independent retailers, PR agency, and publications.
- Conducted testing, analysis, troubleshooting and optimization of digital/martech/information systems, processes, and performance -- implementing efficiencies and improvements that contributed to brand goals, revenue growth & streamlined operations.

liaowendi.com | Brand, Media & Growth Strategist (Freelance & Contract) June 2019 – 21; June 2022 – 2023

- Played key role in the conception, launch, operations, or expansion of client businesses across a variety of industries and channels.
- Developed omnichannel brand design, strategies, and campaigns across digital, social, and experiential marketing -- driving impressions, engagement and audience growth (ex: increases of 15-18% in followers, 35-66% in engagement, 15-24% in reach MoM).
- Supported and executed grand openings, launches, promotional events, activations, and content shoots.

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

- Managed website, CRM, email, social media, & PPC channels to support lead generation, sales enablement, and client conversion.
- Proposed and implemented branding refresh & growth initiatives with new designs, strategies, optimizations & marketing plan.
- Owned cross-functional initiatives, KPI reporting, data analysis, and annual paid media budget of \$130K with marketing ROI of ~20x.
- Executed front-end development and custom solutions, workflows/functions, modules, configurations & API integrations for WP site & Zoho One/CRM; developed & optimized user journeys, lead generation funnel, automation processes & paid media campaigns.
- Produced marketing events that saw 2.5x attendance increases, as well as progressive social reach, engagement & follower growth.
- Contributed to lead conversion increases by average of ~51% and sales consistently surpassing monthly revenue baseline of \$300K.

Leverage Marketing (Google Partners Agency) | **Search Marketing Intern** Austin, TX | January – May 2016

- Supported roster of B2B, SaaS & professional services clients with SEO/SEM audits, keyword research, copywriting, and A/B testing.

KEY STRENGTHS

Skills: integrated/full-stack/digital marketing, brand/product/market strategy, art/creative direction, content/copy/design, PPC/paid ads, social media, web development, SEM/SEO, email/SMS/CRM, tech/automation/AI, OOH/events, data/performance analysis, PR

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

Certifications: Google Ads & Analytics, Meta Blueprint, Hubspot (Digital, Email, Inbound, SEO, Social), SEMRush, Moz, Ahrefs, OSHA

Organizations/Conferences: American Marketing Association (2015 – Present), Canva Create (2025), SXSW (2024, 2025, 2026)

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. Currently based in Houston, Austin & Chicago. Open to work travel or potential relocation.