

WENDI LIAO

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ABOUT

Full-stack marketer adept at not only conception through end-to-end execution, but also from evaluation to optimization.

Comprehensive track record of driving, optimizing, and leading cross-functional initiatives across paid, owned, and earned channels in diverse industries. With 6+ years of experience operating at the intersection of the creative, technical, and analytical, I leverage full-funnel touchpoints across the online and offline spectrum of integrated marketing to deliver meaningful impact in the post-digital age.

KEY STRENGTHS

Integrated & Full-Stack Marketing | Omnichannel & Full-Funnel Campaigns | Multimedia Design & Creative Direction

Brand/Product Positioning, Identity & Strategy | Web & Digital Development | Content Creation & Copywriting

Channel Performance, Attribution & Measurement | Technical & Operational Proficiency | Data/Audience Insight & Analysis

EDUCATION

The University of Texas at Austin

McCombs School of Business

Bachelor of Business Administration, Marketing

Advertising & Communications Minor | Dean's List; American Marketing Association

2019

EXPERIENCE

Everware International / Cangshan Cutlery | Brand Marketing Associate (Lead)

Austin, TX | July 2023 - August 2025

- Produced *Cangshan*, *New Star* & *Everware* brand concepts/assets/refreshes with cohesive identity across omnichannel execution.
- Lead and execute integrated campaigns spanning ads, email, web/landing pages, ecom, social, print, packaging, event & tradeshow.
- Drove brand, retail, and e-commerce growth for a family of cookware brands through end-to-end execution of full-funnel creative and digital strategies -- contributing to DTC Shopify increases of 31% in sales, 35% in conversions, and 47% in order volume YoY.
- Managed and produced paid media campaigns with \$400k+ annual budget; partnered with media buyer agency to drive 26.7% increase in impressions, 20.4% lift in purchases, and 10% YoY growth in attributed revenue with refreshed creative/content, strategic ad testing, proactive optimizations, real-time adjustments, operational improvements, and niche platform expansion.
- Managed and optimized *Cangshan's* email marketing & UGC/review/loyalty platform, Yotpo -- achieving attributed revenue growth of 22%, order volume increases by 42%, and software contract renewal savings of \$17k, resulting in ROI increase from 8x to 29x.
- Supported the launch and development of new 'Made in America' brand(s) 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.
- Conducted regular testing, analysis, 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 | Brand, Media & Growth Strategist (Freelance & Contract)

May 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 channels, 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 end-to-end marketing for grand openings, launches, promotional events, activations, and content shoots.

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

- 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.
- Led cross-functional initiatives, KPI reporting, data analysis & annual paid media 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 One/CRM; developed & optimized user journeys, lead generation funnel, automation processes & paid media campaigns.
- Produced Open House events that saw 2.5x attendance increases as well as significant social reach, engagement & follower growth, contributing to increased lead gen conversions by average of ~51% and boosting sales beyond monthly target 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.

CORE COMPETENCIES

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 One, 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 & Memberships: Google Ads & Analytics, Meta Blueprint, Hubspot, SEMRush, Moz, Ahrefs; 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. Currently based in Houston, Austin & Chicago; Open to work travel or potential relocation.