

# WENDI LIAO

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Full-stack 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 market positioning, creative direction, and omnichannel integration to drive measurable near-term growth while strengthening long-term brand equity.

## 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

<b>The University of Texas at Austin</b> McCombs School of Business	<b>Bachelor of Business Administration, Marketing</b> 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

- Led integrated marketing and branding initiatives across paid, owned, and earned channels, including ads, email, web, e-commerce, PR, social media, print/packaging, and events/tradeshows -- driving DTC performance while supporting wholesale (B2B2C) efforts.
- Developed visual refreshes, concepts, and assets for a growing portfolio of CPG/cookware brands (Cangshan, New Star & Everware).
- Managed, produced, tested, and scaled multichannel paid media campaigns with \$400k+ annual budget, partnering with media buyer agency to achieve 26.7% increase in impressions, 20.4% in purchases, 10% YoY growth in revenue, and ~2.75x ROAS.
- Owned 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 service renewal and negotiated 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, affiliates, and publications.
- Conducted testing, analysis, troubleshooting, and optimization of digital/martech/information systems and processes.
- Drove brand, retail, and e-commerce 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.

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

- Delivered cross-functional execution across the conception, launch, operations, and expansion of client businesses in hospitality, tech, B2B, wellness, and real estate.; supported grand openings, product launches, promotional events, and content shoots.
- Produced omnichannel content, designs, strategies, and campaigns across digital and experiential marketing -- driving social media impressions, engagement and audience growth (ex: increases of 15-18% in followers, 35-66% in engagement, 15-24% in reach MoM).

**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 full-funnel marketing ecosystem to support lead generation, sales enablement, and customer experience -- delivering pipeline efficiencies and performance improvements while sustaining revenue above a \$300K monthly baseline.
- Led brand refresh and growth initiatives, translating strategy into new designs, positioning, optimizations, tactics & marketing plan.
- Led cross-functional execution, KPI reporting, and performance analysis -- managing a \$130K annual ad budget while increasing event marketing attendance up to 2.5x and delivering ~20x overall marketing ROI.
- Executed front-end digital development and lifecycle martech operations across WordPress and Zoho -- building workflows, automations, API integrations, campaigns, and landing pages to optimize user journeys from acquisition through post-conversion.

**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 ad, social media, web development, SEM/SEO, email/SMS, CRM, tech/automation/AI, data/performance analysis, PR, 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

**Affiliations & Development:** American Marketing Association (2015 – Present); Canva Create (2024, 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.*