

WENDI LIAO

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

Proven track record of building and scaling brands by aligning positioning, creative direction, and 360° omnichannel integration to drive key growth metrics while strengthening long-term brand equity.

**Integrated & Full-Stack Marketing • Omnichannel & Full-Funnel Campaigns • Positioning, Identity & Strategy
Multimedia Design & Creative Direction • Web, Digital & Ecommerce Development • Content & Copywriting
Performance, Attribution & Insights • 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 '19

EXPERIENCE

Independent Contractor / Principal *(Contract/Self-Employed; On-site & Remote)* | July 2025 – Current
• Developing digital products, funnel infrastructure and AI-native workflows/fluency alongside fractional and advisory work.

Everware International | Integrated Marketing Lead *Austin, TX (Full-Time; Hybrid)* | July 2023 – August 2025
• Led brand, revenue & growth strategy across paid, owned & earned channels - including ads, email/SMS, loyalty/reviews/UGC, PR, web, ecom, print/packaging & tradeshow/events - driving DTC performance while supporting wholesale & retail (B2B2C) accounts.
• Produced creative assets & integrated campaigns across growing portfolio of cutlery/cookware brands: Cangshan/New Star/Artaste.
• Owned paid search/social/display (Google/Meta/TT/Pinterest/Reddit) -- planning/execution, overseeing \$1M+ cumulative spend, managing media buyer agency, driving 3–4x ROAS & ~27% / ~21% / ~10% YoY lifts in attributed impressions/purchases/revenue.
• Managed email/SMS & loyalty/reviews/UGC platform, Yotpo -- driving over 2x subscriber list growth (11K → 28K+), 22% revenue growth, 42% order volume lift, and ROI increase from 8x to 29x; negotiated ~61% cost reduction savings during contract renewal.
• Drove e-commerce growth through end-to-end execution of creative, digital & CRO strategies -- contributing to multiple sale record periods, Amazon performance gains, and YoY Shopify growth of 16% in revenue, 22% in conversions, and 31% in order volume.
• Led cross-functional projects and creative/product/strategy alignment with stakeholders/multinational teams/retailers/media partners: brand/ecom/sales/engineering/ops, Everware factory, Costco/Williams Sonoma/C&B, affiliates, agencies & publications.
• Supported conception and development of new 'Made in America' brand(s) tied to Everware's domestic manufacturing launch.
• Conducted analysis, testing, troubleshooting and optimization of digital/martech/information platforms, systems, and processes.

Bayou Buzz | Creative Strategist *Houston, TX (Contract; Hybrid)* | June 2022 – July 2023
• Managed client accounts, content strategy & creative operations for restaurant/food & beverage brands to drive organic social growth of 15-18% followers, 35-66% engagement & 15-24% reach MoM. **(Clients: Aga's, Charcuterie Houston, Yumcha, Rouxpour)**

Pelazzio Reception Venue | Lifecycle Marketing Manager *Houston, TX (Full-Time; On-site)* | June 2021 – May 2022
• Owned full-funnel marketing and communications ecosystem across lead generation, sales enablement, upsell/cross-sell, and client experience, delivering a marketing efficiency ratio (MER) of ~23x and sustaining revenue above a \$3.5M annual baseline.
• Improved pipeline efficiencies via CRM & web development across WordPress and Zoho One: lead qualification tools, sales routing, segmented sequences & event fulfillment automations to optimize the full lifecycle journey from first touch through post-conversion.
• Fulfilled brand refresh initiatives, performance targets, cross-functional business needs, data analysis & KPI reporting -- increasing event marketing attendance 2.5x, driving organic social growth, managing \$200K annual ad budget & agency/contractors/associates.

Freelance Brand Consultant / Health & Language Specialist | wendi.info/index *(Freelance / Contract; Hybrid)* | June 2019 - 2021
• Served diverse client portfolio across multiple verticals, delivering cross-functional services as well as comprehensive business solutions -- including go-to-market strategy, graphic design, technical content, system implementations & launches/grand openings.
Notable: Truffel App/Niantic Labs, Top Wellness, Our Home Realty, Medical Insights, LanguageLine Solutions, ReconMarketResearch

Leverage Marketing (Google Partners Agency) | Junior Account Associate, SEM *Austin, TX (Internship; On-site)* | Jan – May 2016
• Supported SaaS/service provider/B2B clients with paid/organic search audits, keyword research, content/copywriting & A/B testing.

KEY STRENGTHS

Verticals: B2C/Consumer Products/CPG, E-commerce/Marketplace/Retail, Wholesale/B2B, Cutlery/Kitchenware, Professional Services, Agency Restaurant/Hospitality, Events & Venues, Technology/Software, Language, Health/Wellness, Non-profit/Education, Real Estate

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

Techstack: Zoho One, Hubspot, Salesforce, Marketo | Mailchimp, Klaviyo, Yotpo, Attentive | Meta Business Suite, Google Ads & Analytics, Motion | Sprout, Hootsuite, Aspire | Wordpress, Shopify, Amazon, Squarespace | Canva, Adobe | Asana, Clickup | Anthropic/Claude AI

Certifications: Google Ads & Analytics, Meta Blueprint, Hubspot Digital/Email/Inbound/SEO/Social, SEMRush/Moz/Ahrefs, OSHA, NAP
Affiliations/Development: American Marketing Association; Texas Exes | SXSW; Apple Developer Program; Anthropic Skilljar

Languages: Fluent in English and Mandarin Chinese; Working proficiency in Cantonese.... Surprisingly decent 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.