

# WENDI LIAO

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

**Proven track record of crafting identity, refining systems, and scaling growth by aligning strategy, data, and creative with 360° omnichannel integration to drive key performance metrics while strengthening long-term brand equity.**

**Integrated & Full-Stack Marketing • Omnichannel & Full-Funnel Campaigns • Positioning, Identity & Strategy**

**Web, Digital, Ecommerce & Product • Multimedia Design & Creative Direction • Content & Copywriting**

**Cross-functional Production/Budget/Timeline/Communication/Project Management • Performance, Attribution & Data Insights**

## 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, interactive conversion tools, funnel infrastructure, and AI workflows/fluency alongside fractional work.

**Everware International | Integrated Marketing Lead**

*Austin, TX (Full-Time; Hybrid) | July 2023 – August 2025*

• Led brand, revenue & growth initiatives across paid/owned/earned channels -- including ads, email/SMS, loyalty/reviews/UGC, PR, web, ecom, print/packaging & events/tradeshows - 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) end-to-end -- managing agency partners & \$1M+ cumulative spend across creative, strategy & optimization to drive 3–4x ROAS & ~27%/21%/10% YoY lifts in attr. 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 calendar/creative/product/strategy alignment across multinational teams/stakeholders/retailers/partnerships: 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](http://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 | Google Ads/Analytics/Search Console, Meta Business Suite, Motion | Claude AI | Klaviyo, Yotpo, Attentive, Braze, Mailchimp | Sprout, Hootsuite, Aspire | Wordpress, Shopify, Amazon, Squarespace | Asana, Clickup

**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.*