

WENDI LIAO

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

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

**Integrated & Full-Stack Marketing • Omnichannel & Full-Funnel Campaigns • Positioning, Identity & Strategy
Multimedia Design & Creative Direction • Web & Digital 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 Major; Communication Studies Minor

Dean's List '18, '19

EXPERIENCE

Independent Specialist Contractor / Principal

(Contract / Seasonal; On-site & Remote) | July 2025 – Current

Notable Work: Medical Insights, ReconMarketResearch, LanguageLine Solutions, Harris County Clerk's Office, SXSW, 222, CareerPilot

Everware International | Integrated Marketing Lead

Austin, TX (Hybrid) | July 2023 – August 2025

- Led brand & performance initiatives across paid, owned & earned channels - including ads, email, loyalty/reviews/UGC, web, e-com, PR, social, print/packaging & tradeshows/events - driving DTC performance while supporting wholesale & retail (B2B2C) efforts.
- Developed visual refreshes & creative assets for growing portfolio of CPG/cookware brands including *Cangshan*, *New Star* & *Artaste*.
- Drove e-commerce growth through end-to-end execution of creative, digital & CRO strategies -- contributing to multiple record sales, Amazon performance gains, and YoY Shopify growth of 16% in revenue, 22% in conversions, and 31% in order volume.
- Managed \$400k+ annual ad spend budget in partnership with media buyer agency; produced, tested, and scaled multichannel campaigns, achieving ROAS of 3-4x plus YoY increases of ~27% in impressions, ~21% in purchases, and ~10% in attributed revenue.
- Owned email/SMS & loyalty/reviews/UGC platform, Yotpo -- driving over 2x subscriber list growth (11K → 24K+), 22% revenue growth, 42% order volume lift, and ROI increase from 8x to 29x; negotiated ~61% cost reduction during annual renewal.
- Supported conception and development of new 'Made in America' brand(s) tied to *Everware's* domestic manufacturing launch.
- Collaborated on creative development, product launches, and GTM strategy across multinational teams, retail partners, and media relationships, including *Everware* factory, *Costco/Williams Sonoma/Crate&Barrel*, influencers/affiliates, PR agency & publications.
- Conducted testing, analysis, troubleshooting and optimization of digital/martech/information platforms, systems, and processes.

Bayou Buzz | Digital Media Strategist

Houston, TX (Contract; Hybrid) | June 2022 – July 2023

- Refreshed agency brand and website while managing client accounts & creative ops to drive social media growth of 15-18% in followers, 35-66% in engagement, and 15-24% in reach MoM.

Clients: *Aga's*, *Charcuterie Houston*, *Yumcha*, *Rouxpour*

Pelazio Reception Venue | Lifecycle Marketing Manager

Houston, TX (On-site) | June 2021 – May 2022

- Owned full-funnel marketing ecosystem across lead gen, sales enablement, and client experience -- managing \$130K annual ad budget, driving organic social growth, improving pipeline efficiencies & lifting event marketing attendance up to 2.5x.
- Executed front-end CRM development and digital lifecycle operations across WordPress and Zoho -- building workflows, modules, automations, API integrations, campaigns, and landing pages to optimize user journeys from acquisition through post-conversion.
- Led brand refresh initiatives, translating strategy into cohesive identity, messaging, and multimedia assets.
- Led cross-functional execution, KPI reporting & data analysis -- delivering ~23x MER & annual revenue above a \$3.5M baseline.

Brand & Growth Consultant | wendi.info/index

(Freelance / Contract; Hybrid) | June 2019 - 2021

- Fulfilled cross-functional business needs and delivered comprehensive solutions for start-up, growth-phase, and enterprise brands.
- Supported and led marketing initiatives, system implementations, store openings, promotional events & product or brand launches.

Notable Work: *Niantic Labs/Truffel App*, *Top Wellness*, *Our Home Realty*, *Advanced Healthcare*, *Far East Antiques*, *Global O-Ring&Seal*

Leverage Marketing (Google Partners Agency) | Search Marketing Associate

Austin, TX (Internship; On-site) | Jan – May 2016

- Supported paid and organic search client accounts with SEO/SEM audits, keyword research, content/copywriting, and A/B testing.

KEY STRENGTHS

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

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

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

Affiliations & Development: American Marketing Association (2015 – Current); Canva Create (2024, 2025); SXSW (2024, 2025, 2026)

Verticals: B2C/Consumer Products/CPG, E-commerce/Marketplace, Retail/B2B2C, Kitchenware, Restaurant/Hospitality, Agency, Social Media, Events & Venues, Technology/Software, Language & Professional Services, Healthcare/Wellness, Non-profit/Education, Realty

Languages: Fluent in English and Mandarin Chinese; Working proficiency in Cantonese; Decently extended 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.