

Daniel Liu

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PROFESSIONAL OVERVIEW

Growth Marketing Leader with 6+ years experience in AI-powered marketing automation, Vibe coding, MarTech integration, and predictive audience modeling. Proven ability to rapidly deploy AI-driven experiments and scale acquisition, directly increasing pipeline efficiency.

EXPERIENCE

Senior Marketing Manager – Growth & Ops

Sept 2023 – Oct 2025

PingPong Global Solutions Inc.

- Deployed AI-assisted coding to automate marketing operations and campaign QA, reducing manual review; utilized generative AI for creative concept prototyping.
- Managed global MarTech stack, integrating LLMs across Salesforce and HubSpot to drive operational efficiency and optimize lead management processes.
- Conducted deep marketing data analysis and automated performance reporting, informing strategic refinements to increase acquisition spend efficiency.
- Led multi-channel paid acquisition across key platforms, implementing audience-centric strategies to directly increase pipeline efficiency for enterprise accounts.
- Optimized regional website experiences, improving content publishing and UX/UI to increase visit-to-conversion rates.
- Executed marketing automations to streamline sales operations and deliver personalized messaging, improving overall operational efficiency.

Marketing Manager – Ads & Lifecycle

Oct 2021 – Sept 2023

PingPong Global Solutions Inc.

- Strategized and executed digital paid campaigns (SEM, display, social) for user acquisition and activation, increasing Total Payment Volume by 170% through targeted growth strategies.
- Implemented 70+ marketing automations to deliver personalized messaging, optimizing customer lifecycle journeys and boosting product utilization by 35% while reducing churn 12%.
- Drove adoption of new marketing technologies, fostering cross-functional collaboration with sales and product teams to launch integrated campaigns and boost customer engagement.
- Optimized digital campaigns (SEM, display, paid social) by analyzing performance data to refine targeting, significantly increasing user acquisition and account activation.

VP of Marketing

Jan 2016 – Aug 2021

ToLocal Inc.

- Directed a \$10M annual media budget, overseeing multi-channel performance and affiliate campaigns across paid social and DSP networks, achieving over 80% ROI.
- Optimized core performance metrics to enhance lifecycle engagement, retention, and conversion, continuously improving campaign effectiveness and driving growth.

- Led a 7-member team, formulating campaign strategy and optimizing execution across digital platforms to meet key growth and performance objectives.
- Maximized campaign performance and budget efficiency by managing strategic partnerships, negotiating contracts with ad networks and aggregators.

Marketing Manager Jul 2015 – Jan 2016

ToLocal Inc.

CEO Assistant / Marketing Specialist Sep 2014 – Jul 2015

ToLocal Inc.

Research Associate Mar 2014 – Jul 2014

Glass, Lewis & Co

Executive Assistant/International Business Development Jan 2010 – Feb 2011

Kingda Pump Industry Group Co Ltd

Sales Representative Jun 2009 – Oct 2009

Sony China

EDUCATION BACKGROUND

MBA Marketing & Finance 2013

San Francisco State University

BBA International Trade 2009

China University of Geosciences

KEY AREAS OF EXPERTISE

Generative AI • Predictive Modeling • AI Personalization • Marketing Automation API •
 Paid Media Optimization • SEO Strategy • Experimentation Design • Data Analytics • CRM Integration •
 AI Platform Proficiency

CERTIFICATIONS

Google Ads Search • Google Ads Display • Google Ads Measurement • Google Analytics Certification •
 DemandBase • Advance Lead Generation (LinkedIn)