

DERRICK LIANG

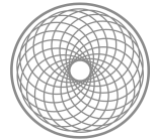
San Francisco, CA

m: +1.415.812.0990

derrickhliang@gmail.com

derrickliang.com

<https://www.linkedin.com/in/derrickliang/>



PROFESSIONAL PROFILE

Senior growth marketing leader with 10+ years building and scaling full-funnel demand generation and customer acquisition programs across fintech, e-commerce, and emerging technology. Generated \$238M+ in deposits, drove 270% YoY growth in digital conversions, and cut cost per acquisition 70% through rigorous experimentation and optimization. Owns seven-figure media budgets, manages agency relationships, and builds repeatable playbooks across paid, owned, and emerging channels. Consistent track record of turning spend into measurable revenue tied to KPIs and business OKRs.

CORE EXPERTISE

Demand Generation & Paid Media (Google, Meta, CTV, Programmatic) • Full-Funnel Campaign Strategy • Customer Acquisition & CAC Optimization • Conversion Rate Optimization (CRO) • Lifecycle Marketing • SEO/SEM • Go-To-Market Strategy • Budget Ownership & Agency Management • Performance Analytics & Executive Reporting • A/B Testing & Experimentation • Marketing Automation • AI-Driven Marketing • KPIs / OKRs • Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

SF FIRE CREDIT UNION

SAN FRANCISCO, CA | MARCH 2023 – PRESENT

GROWTH MARKETING MANAGER, INTEGRATED MARKETING

- Own a seven-figure paid media budget across Google, Meta, CTV, OOH, and programmatic. Generated \$238M+ in deposits and grew digital conversions 270% over tenure.
- Drive customer acquisition across the full funnel. Hit a record 28,427 applications in 2024, up 29% YoY, with growth across personal loans, vehicle loans, and deposits.
- Launch and scale new acquisition channels from zero. Opened mortgage tracking for the first time and generated 154 conversions in year one. Expanded media mix to include CTV, Traditional TV, Amazon and OOH.
- Build and execute go-to-market strategy for new products. Led the term certificate launch that drove \$85M in deposits and 293 new memberships.
- Optimize for efficiency through continuous testing and iteration. Cut cost per acquisition 70% through A/B testing, bid strategy optimization, and creative experimentation across Meta, Google, TikTok, and programmatic.
- Manage agency and media partner relationships end to end. Negotiated contracts that delivered 50% more media value within the same budget.
- Build cross-functional alignment on growth initiatives. Got stakeholder buy-in for a referral program from proposal to launch; it has since driven 500+ new members as a low-CAC channel.
- Own all paid channel reporting including pixel setup, UTM taxonomy, and GA4 tracking. Build dashboards used weekly by leadership.
- Lead AI adoption across the marketing team. Founded the company AI Forum, sit on the AI Committee, and use AI tools daily for research, briefs, and audience segmentation.

TELOS BRANDS

SAN FRANCISCO, CA | APRIL 2022 – FEBRUARY 2023

GROWTH MARKETING MANAGER

- Grew revenue 370% YoY across a D2C e-commerce portfolio. Increased site traffic 147% and conversion rates 57% through CRO, UX improvements, and paid media.
- Ran SEM and paid social on Google and TikTok, hitting 325%+ ROAS. Worked closely with agency partners to identify and scale what was working.

- Built lifecycle marketing workflows covering email nurture, retargeting, and retention. Increased customer return rate 4x and improved LTV across the portfolio.
- Created go-to-market playbooks for newly acquired brands, including UTM structure, pixel tracking, and KPI frameworks set up before launch day.

ROAM ROBOTICS

SAN FRANCISCO, CA | JULY 2019 – MARCH 2022

GROWTH MARKETER

- Joined as the second marketing hire and sole IC, reporting to the COO and VP of Marketing. Built the entire marketing function from zero for a lightweight soft exoskeleton knee brace designed to improve mobility for people with knee pain and osteoarthritis.
- Designed and built the company website from scratch. Created all landing pages, ad creative, email sequences, and lead qualification forms independently across the full lifecycle.
- Set up HubSpot as the lead management and lifecycle system. Built nurture workflows, lead scoring, and reporting from the ground up.
- Ran paid media across Google, Facebook, and programmatic with a peak budget of \$100K/month. Generated 10,000+ qualified leads and drove direct consumer orders.
- Ensured all marketing activity met HIPAA compliance requirements while collaborating with engineering on product and regulatory constraints.
- Achieved positive NPS in an emerging product category with no prior market benchmarks.

3 SCREENS STRATEGIC ADVISORS / RUDER FINN INTERACTIVE ASIA

HONG KONG | JULY 2017 – NOV 2018

PERFORMANCE MARKETING SPECIALIST / DIGITAL MARKETING ASSOCIATE

- Ran paid search and social campaigns on Google, Facebook, and LinkedIn for B2B and B2C clients across Asia-Pacific. Delivered 200% ROI on an e-commerce launch campaign.
- Led website redesigns, A/B tested landing pages, and conducted competitive research for brands including Nike and Fitbit.

TECHNICAL SKILLS

Paid Media & Demand Gen: Google Ads (Search, YouTube, Display, PMax, Demand Gen), Meta Ads Manager, TikTok Ads, LinkedIn Ads, Programmatic, CTV/OOH, Amazon Ads

SEO / SEM: Organic search strategy, keyword research, SEM campaign management

Analytics & Tracking: Google Analytics (GA4), Google Tag Manager, Pixel Implementation, UTM Taxonomy, Cookie-Based Tracking, Conversion Tracking, Paid Channel Reporting, A/B Testing & Experimentation

Marketing Automation & CRM: HubSpot, Salesforce, email lifecycle automation, audience segmentation

E-commerce & CMS: Shopify, landing page optimization, CRO

AI & Martech: ChatGPT, Claude, Perplexity (competitive research & briefs), continuous evaluation of emerging AI marketing tools

Productivity & Data: Excel / Google Sheets, SQL (working knowledge), Basic HTML/CSS

Languages: English (Native), Cantonese (Professional)

EDUCATION AND CERTIFICATIONS

B.A. in Media & Culture Studies | University of California, Riverside

Certified Digital Marketing Professional, Digital Marketing Institute

Google Ads Certified | HubSpot Inbound Marketing Certified