

# ANGELA LIU

New York, NY

www.angelaliu.work  
angela.ta.liu@gmail.com  
(917) 499-2995

Originally from Taipei, Taiwan, I am a New York-based Product Marketer and Brand Strategist. I love diving in to figure out how products and experiences can connect better with their users through more intentional design.

---

## Cornerstone Group

NEW YORK, NY

*Cornerstone Group is a wholesale laundromat supplier with a proprietary app and a laundromat in SoHo, NY.*

Freelance Creative Director  
Sept 2021 - April 2022

- Created a comprehensive brand package including brand architecture, positioning, visual identity, brand guidelines, and print assets that increased sales by 28% in 6 months.
- Directed on-site brand applications and designed branded materials for laundromat storefront that increased app adoption by 46% over 6 months.

---

## EQ Office

NEW YORK, NY

*EQ Office is a real estate investment company under Blackstone, managing all the commercial real estate assets (products) in the US portfolio.*

Product Marketing and Brand Manager  
April 2019 - July 2021

Leasing Marketing Manager  
August 2017 - March 2019

Leasing Marketing Coordinator  
April 2016 - July 2017

### PRODUCT MARKETING

- Launched 11 products (real estate assets), owning research, branding, positioning, messaging, go-to-market strategies, and informed post-launch efforts with extensive cross-functional collaboration and alignment across regional product teams, leasing teams, and legal team.
- Facilitated day-to-day relationships with creative partners, which involved creating and managing project timelines, setting project priorities, and driving the feedback loop with internal stakeholders to ensure alignment with the product vision and brand.
- Orchestrated all ongoing marketing efforts for assets in New York, Boston, Miami, Seattle, and San Francisco, which included forming brand strategy and marketing plans, managing budgets, designing and producing collateral, and conceptualizing and executing marketing campaigns. This contributed to a 15% increase in rent per square foot and an average occupancy rate of 86.4% across all assets.
- Produced internal product marketing newsletter for c-suite and leadership to promote transparency and open feedback channels, resulting in the implementation of a new communication and decision making process across other teams within the firm.

### CORPORATE BRAND MANAGEMENT

- Authorized all corporate brand initiatives, executed annual brand strategy, and built brand architecture housing seven sub-brands and 30 product brands in portfolio to drive brand consistency across all touchpoints.
- Launched and coordinated social media strategy and implementation for all corporate social media platforms, including editorial calendar management and cross-channel campaign execution; this resulted in an 820% growth in followers over two years.

---

## ADDITIONAL EXPERIENCE

MILK STUDIOS  
NEW YORK, NY

Events Intern  
August 2014 - February 2015

Supported production of 15 events and two seasons of MADE Fashion Week, which involved budgeting, vendor outreach, theme conceptualization, and creating event proposals.

MANDARIN ORIENTAL HOTEL  
NEW YORK, NY

Rotational Intern for Guest Relations, Front Office, and Sales  
June 2013 - May 2014

Administered internal guest recognition program, maintained quality SMS database with guest history and preferences to anticipate guest needs, and contributed research and analysis on trends in RevPAR, ADR, and occupancy rates for executive level sales presentation.

---

## EDUCATION

### New York University

B.S. in Hotel and Tourism Management, concentration in Events Management

2011 - 2015

## SKILLS

### Tools

Microsoft - Word / PowerPoint / Excel  
Adobe - Illustrator / InDesign / Photoshop / XD  
Figma

### Languages

English (native)  
Mandarin Chinese (native)