WANNING (DANNI) LI

Toronto, ON | +1 519-781-5456 | wanning_li@outlook.com | LinkedIn | Portfolio

PROFESSIONAL SUMMARY

Growth leader with hands-on experience building 0-to-1 growth systems across product growth, GTM, experimentation, organic distribution and analytics. Own growth strategy for a 50M+ user product, driving 67% weekly average DAU growth and a 6pp lift in D1 retention in three months while generating 22M+ owned-channel social media views, 17M+ creator-led views and 60K+ new followers.

EXPERIENCE

Viggle AI | Toronto, ON **JUL 2025 - PRESENT**

Social Media Manager → Growth Lead (#2 hire on the growth team)

- **Product Growth Strategy:** Lead end-to-end product growth for Viggle AI's 50M+ user Meme Maker, partnering cross-functionally across product, engineering and content to build a scalable growth engine across acquisition, activation and retention. Built a repeatable trend-to-template growth loop spanning discovery, production, in-app distribution and performance measurement, driving 67% weekly average DAU growth and a 6pp lift in D1 retention. One template surpassed 400K uses and ranked #1 platform-wide for 3+ consecutive months.
- **Global Brand & Organic Growth:** Own global organic growth strategy across social media, content and SEO, adapting brand messaging and trend selection to local audience behavior. Generated 22M+ owned-channel views and added 60K+ followers, growing the owned social audience by 30% YoY. Built AI-powered content research, production and distribution workflows, extending successful trends into SEO content and landing pages.
- **Product Launch & GTM:** Owned GTM for Viggle's API platform launch across positioning, technical content, landing pages, email and social, framing developer and B2B use cases. Built the first lead engine from zero (inbound capture, qualification and routing, plus Apollo/Clay outbound), generating the first 6 qualified enterprise leads, and ran early customer calls before sales existed.
- **Creator Community & UGC Program:** Independently built and scaled a 30-creator UGC program from zero, generating 17M+ organic views in three months; scaled a core activation community of 300 creators through recurring campaigns.
- **In-App Campaign Strategy:** Own end-to-end strategy and execution for Viggle's in-app campaign portfolio, from campaign roadmap and mechanics through cross-functional build, launch and performance analysis. A FIFA activation engaged 47.5K participants, drove 30.8K video creations and achieved a first-purchase conversion rate 5.8x the platform baseline.
- **Performance Marketing & Analytics:** Managed paid acquisition experiments for the product across TikTok, Meta, LinkedIn and X, using AppsFlyer and platform analytics to evaluate acquisition efficiency and downstream activation, retention and purchase behavior. Used the results to decide which creatives, channels and budgets to scale, iterate or stop.
- **AI-First Growth Tooling:** Built growth workflows hands-on with Claude Code and Codex, including an AI UGC production pipeline (Kling Motion Control + CapCut API) and campaign, landing and SEO pages shipped without engineering support.

The Cadillac Fairview Corporation Limited | Toronto, ON **FEB 2023 - DEC 2024**

Business Solution Analyst

- Analyzed acquisition channels, customer journeys and conversion across nationwide retail campaigns using Google Analytics and SQL, recommending which mall locations to cut or staff up for the following year's budget.
- Designed an automated pipeline for nationwide mall marketing events, increasing campaign conversion by 30%; used Google Analytics, customer-journey analysis and audience segmentation to drive a 15% lift in registrations.
- Optimized channel targeting and media allocation, delivered segmented weekly enterprise email campaigns at 8% CTR and built Power BI dashboards that converted post-campaign data into stakeholder decisions.

Royal Bank of Canada | Toronto, ON **JAN 2020 - AUG 2020**

Business Analyst

- Automated fund performance reporting with SQL and Power BI, reducing manual work by 120+ hours monthly; presented biweekly performance insights to senior leadership.
- Led UAT across 50+ system functions and managed high-volume ServiceNow and Jira workflows while maintaining 95%+ SLA adherence across technical support requests.

EDUCATION

University of Waterloo | Master of Engineering, Business & Technology | GPA: 3.7/4.0 **2021 - 2022**

Faculty of Engineering Scholarship

University of Waterloo | Bachelor of Arts, Honours Economics, Minor in Finance **2016 - 2021**

Dean's Honour List

SKILLS

Growth Strategy & GTM: Product growth, acquisition, activation, retention, monetization, performance marketing, experimentation, attribution, funnel analysis, CAC/LTV, GTM, SEO, lifecycle marketing, creator partnerships, UGC programs

Growth Stack: Clay, Apollo, AppsFlyer, PostHog, Google Analytics, Looker Studio, Power BI, SQL, Stripe, TikTok Ads, Meta Ads, LinkedIn Campaign Manager, X Ads, Mailchimp

AI & Creative: Claude Code, Codex, Figma, CapCut, DaVinci Resolve