

LAUREN CHEN

Digital Marketing Specialist



Digital Marketing Specialist with 4+ years of experience in online marketing, branding, and business strategy across music, media, and entertainment industries. Skilled in evaluating financial needs and implementing multi-pronged digital strategies that increase revenue and drive brand growth.

CONTACT

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PROFESSIONAL EXPERIENCE

Digital Marketing Specialist
2019 – Present
Triangle Music Group, New York, NY

- Manage digital sales and streaming accounts to improve brand positioning and growth
- Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams
- Collaborate with internal departments to execute national advertising campaigns, plan global digital distribution, and re-deploy a 1M+ consumer sales and marketing database
- Led the concept and launch of multiple crowdfunding campaigns for priority artist releases, resulting in new revenue of \$80K+

Digital Marketing Associate
2019 – Present
Momo Software, New York, NY

- Worked with management to develop and apply digital marketing plans with a focus on driving acquisition and conversion
- Devised and implemented robust digital acquisition plans, ensuring precision in financial reporting, budgets, and forecasts
- Increased conversions by 15% from paid sources (PPC, Grant, Display, and VOD)
- Enhanced conversion rates by 12% via A/B testing landing pages for a better performing conversion funnel

Marketing Intern
2016 – 2017
Kingston Digital, New York, NY

- Helped research, write, and edit blog posts for Kingston's website
- Determined relevant keywords and entities for pages using Semrush, Ahrefs, and Page Optimizer Pro
- Gathered and analyzed data from social media PPE campaigns

EDUCATION

Bachelor of Arts,
Communications

New York University,
New York, NY

Honors: cum laude (GPA: 3.6/4.0)

May 2017

RELEVANT SKILLS

- Digital Data Analytics
- Digital Marketing
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- AutoCAD
- Rhinoceros
- Microsoft Office
- Slack
- Salesforce