

## EDUCATION

07/2019

Air University | Montgomery,  
AL, US

Master of Arts (M.A.):  
International Affairs

05/2017

NEW YORK UNIVERSITY |  
NY

Bachelor of Arts:  
Communications

## SKILLS

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

# LAUREN CHEN

## Digital Marketing Specialist



212- 256-1414



lauren.chen@gmail.com

## PROFESSIONAL SUMMARY

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.

## EXPERIENCE

09/2019 - Present

### Digital Marketing Specialist

**TRIANGLE MUSIC GROUP** | 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

06/2017 - 08/2019

### Digital Marketing Associate

**MOMO SOFTWARE** | 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

06/2016 - 05/2017

### Marketing Intern

**KINGSTON DIGITAL** | 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

## **WEBSITE, PORTFOLIO AND PROFILES**