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LAUREN CHEN

Digital Marketing Specialist

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.

SKILLS

Adobe Photoshop

Digital Data Analytics/Marketing

AutoCAD

Adobe InDesign

Adobe Illustrator

Slack

Salesforce

Hootsuite

Microsoft Office

EXPERIENCE

Digital Marketing Specialist

Sep 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

Digital Marketing Associate

Jun 2017 – Aug 2019

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

Jun 2016 – May 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

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

Jul 2019

Montgomery, AL, US

Air University

Bachelor of Arts in Communications

May 2017

NEW YORK UNIVERSITY

NY

WEBSITE, PORTFOLIO AND PROFILES