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| Lauren Chen  **DIGITAL MARKETING SPECIALIST** | |
| **CONTACT**  Phone  (212) 256-1414  Address  Chicago, IL 60622  Email  lauren.chen@gmail.com  LinkedIn  linkedin.com/in/lauren-chen/  **EDUCATION**  Bachelor of Arts, Communications  May 20XX  New York University  New York, NY  Honors: cum laude (GPA: 3.6/4.0)  **RELEVANT SKILLS**   * Digital Data Analytics * Digital Marketing * Adobe Photoshop * Adobe Illustrator * Adobe InDesign * AutoCAD * Rhinoceros * Microsoft Office * Slack * Salesforce | **PROFILE**  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.  **PROFESSIONAL EXPERIENCE**  Digital Marketing Specialist  Triangle Music Group, New York, NY  20XX – Present   * 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  Momo Software, New York, NY  20XX – 20XX   * 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)   Marketing Intern  Kingston Digital, New York, NY  20XX – 20XX   * 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 |

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**Dear Job Seeker,**

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| Ready to land your next job offer?  In addition to this Word template, we provide a whole host of expert resume and cover letter writing resources and tools that'll help you boost your job search and increase your chances of securing work. | |
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| Are you in a rush?  Speed up the application process by using a pre-formatted template: | |
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| Lastly, explore our job-specific resume and cover letter examples to ensure your finished application gives you the best chance of getting more interviews. |
| [Resume Samples by Industry & Experience Level](https://resumegenius.me/3yvj3fC) →  [Cover Letter Examples by Industry & Experience Level](https://resumegenius.me/4dT8QJW) → |

Good luck on the job hunt.

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Description automatically generated with medium confidenceBest regards,

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| **Fonts**  This template uses free fonts that are compatible with PC and Mac. You MUST download and install these fonts on your computer, before opening the file, in order for it to work properly. | |
| [Lexend](https://resumegenius.me/4dTDx1F) ↗︎ | [Inter](https://resumegenius.me/3yxEdtx) ↗︎ |
| Font Installation  After downloading the fonts, simply open the zip folders and install each font file on your system. | |
| **A black and orange square with black lines  AI-generated content may be incorrect.** Windows Users  Right click the font file, select "Install". We recommend fully restarting your computer after the font installation. | **An apple logo with a bite taken out of it  AI-generated content may be incorrect.** Mac Users  Double click the font files, click "Install", and then restart MS Word. |