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| LAUREN CHEN  Digital Marketing Specialist | **Phone:** (212) 256-1414  **Email:** lauren.chen@gmail.com  **LinkedIn:** linkedin.com/in/lauren-chen/ | | | | |
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| 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. | | | | | |
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| **RELEVANT SKILLS** | | | | | |
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| Slack  Hootsuite  Salesforce  Microsoft Office  AutoCAD  Adobe InDesign  Adobe Illustrator  Adobe Photoshop  Digital Data Analytics/Marketing | | | | | |
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| **PROFESSIONAL EXPERIENCE** | | | | | |
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| **Triangle Music Group, New York, NY**  *Digital Marketing Specialist* | | *September 2019–Present* | | | |
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| * 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 | | | | | |
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| **Momo Software, New York, NY**  *Digital Marketing Associate* | | | *June 2017–August 2019* | | |
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| * 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 | | | | | |
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| **Kingston Digital, New York, NY**  *Marketing Intern* | | | | *June 2016–May 2017* | |
|  | | | | | |
| * 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 | | | | | |
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| **EDUCATION** | | | | | |
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| **New York University, New York, NY**  *Bachelor of Arts, Communications,* Honors: cum laude (GPA: 3.6/4.0) | | | | | *May 2017* |
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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. | |
| [Resume Builder](https://resumegenius.me/4dTDx1F) →  [How to Write a Resume](https://resumegenius.me/4e1kjrc) → | [Cover Letter Generator](https://resumegenius.me/3yxEdtx) →  [How to Write a Cover Letter](https://resumegenius.me/4dT9p6A) → |

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| Are you in a rush?  Speed up the application process by using a pre-formatted template: | |
| [Resume Templates](https://resumegenius.me/3yveoKG) →  [Cover Letter Templates](https://resumegenius.me/4dNfL7F) → | [CV Templates](https://resumegenius.me/4dNArwh) → |

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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.

Shape

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. |