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| LAUREN CHEN  DIGITAL MARKETING SPECIALIST | |
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| |  |  | | --- | --- | |  | | |  | **CAREER OBJECTIVE** | |  | | | 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 | September 2019–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 | June 2017–August 2019 | | | * 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**  Kingston Digital, New York, NY | 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 * Gathered and analyzed data from social media PPE campaigns | | | |  |  | | --- | --- | |  | | |  | **CONTACT** | |  | | | **Phone**  (212) 256-1414 | | | **Email**  lauren.chen@gmail.com | | | **LinkedIn**  linkedin.com/in/laurenchen/ | | |  | | |  | **EDUCATION** | |  | | | **New York University,**  **New York, NY | May 2017**  *Bachelor of Arts, Communications,*  *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 | | |  | | |

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Good luck on the job hunt.

Best regards,

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Description automatically generated with medium confidence

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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. |