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| **Lauren Chen** Digital Marketing Specialist |
| (212) 256-1414 lauren.chen@gmail.com linkedin.com/in/lauren-chen/ |
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| **OBJECTIVE** |  |
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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** |  |
| Adobe PhotoshopDigital Data Analytics/Marketing |
| AutoCADAdobe InDesignAdobe Illustrator |
| SlackSalesforceHootsuiteMicrosoft Office |
| **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* |
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| * 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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| **EDUCATION** |  |
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| **NEW YORK UNIVERSITY, New York, NY***Bachelor of Arts, Communications, May 2017*Honors: cum laude (GPA: 3.6/4.0) |
| **Logo  Description automatically generated****Dear Job Seeker,**If you want to move your career forward, the Advanced resume template is for you. Its sans-serif font, contact information icons, and eye-catching [skills section](https://resumegenius.com/blog/resume-help/skills-section-of-resume) make it great for applying to jobs in tech or data science.Consider the Advanced resume template if you want to work in [social media management](https://resumegenius.com/resume-samples/social-media-resume-example) or [data analytics](https://resumegenius.com/resume-samples/data-analyst-resume-example).If you’re still struggling to write your resume, here are some free resources to help you put together a resume that shows employers you’re the right person for the job:·     [Free Resume Builder](https://resumegenius.com/?utm_source=Word_Doc&utm_medium=Resume_Builder_Link&utm_campaign=RG_Downloads)·     How to Write a Resume·     [Resume Samples by Industry](https://resumegenius.com/resume-samples?utm_source=Word_Doc&utm_medium=Resume_Samples_Link&utm_campaign=RG_Downloads)Once you have a great resume, pair it with a convincing cover letter using our matching [2022 cover letter template](https://resumegenius.com/cover-letter-templates/modern-templates#2021). Here are a few resources to help you write a cover letter that gives your application the boost it needs to land you an interview:·     [Cover Letter Builder](https://resumegenius.com/cover-letter-builder?utm_source=Word_Doc&utm_medium=Cover_Letter_Builder_Link&utm_campaign=RG_Downloads)·     [How to Write a Cover Letter](https://resumegenius.com/cover-letters-the-how-to-guide?utm_source=Word_Doc&utm_medium=Cover_Letter_Guide_Link&utm_campaign=RG_Downloads)·     [Cover Letter Examples by Industry](https://resumegenius.com/cover-letter-examples?utm_source=Word_Doc&utm_medium=Cover_Letter_Examples_Link&utm_campaign=RG_Downloads)Best regards, Shape  Description automatically generated with medium confidence**IMPORTANT:** To delete the second page, right-click on the page and click “Delete Rows” |