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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 Photoshop  Digital Data Analytics/Marketing | | | | |
| AutoCAD  Adobe InDesign  Adobe Illustrator | | | | |
| Slack  Salesforce  Hootsuite  Microsoft 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” | | | | |