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| LAUREN CHEN  **DIGITAL MARKETING SPECIALIST** | |
| |  | | --- | |  | | **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** | |  | | September 2019–Present | Triangle Music Group, New York, NY  **Digital Marketing Specialist** | | * 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 | |  | | June 2017–August 2019 | Momo Software, New York, NY  **Digital Marketing Associate** | | * 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 | |  | | June 2016–May 2017 | Kingston Digital, New York, NY  **Marketing Intern** | | * 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 | | |  |  | | --- | --- | |  | | |  | (212) 256-1414 | |  | lauren.chen@gmail.com | |  | linkedin.com/in/laurenchen/ | |  | | | **EDUCATION** | | | May 2017  **New York University,**  **New York, NY**  *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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