LAUREN CHEN

DIGITAL MARKETING SPECIALIST

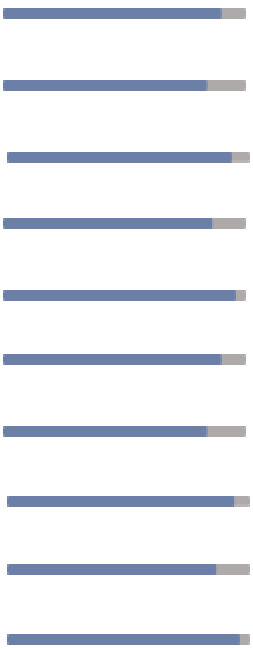
SUMMARY

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.

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	80%
Digital Marketing	70%
Adobe Photoshop	90%
Adobe Illustrator	75%

CONTACT

Phone:(212) 256-1414

Email:lauren.chen@gmail.com

LinkedIn:linkedin.com/in/lauren-chen/

PROFESSIONAL EXPERIENCE

SEP 2019–Present
Digital Marketing Specialist
Triangle Music Group, New York, NY

- 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
DigDigital Marketing Associate
MOMO Software, New York, NY

- 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)

June 2017–August 2019
DigDigital Marketing Associate
MOMO Software, New York, NY

- Helped research, write, and edit blog posts for Kingston's website

Adobe InDesign	95%
AutoCAD	
	80%
Rhinoceros	70%
Microsoft Excel	90%
Salesforce	75%
Hootsuite	95%

CERTIFICATION

May 2019
Certification Name Here
Company or Institution Name

- Determined relevant keywords and entities for pages using Semrush, Ahrefs, and Page Optimizer Pro