

# Lauren Chen

Digital Marketing Specialist

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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.

## RELEVANT SKILLS

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Digital Data Analytics/Marketing

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

AutoCAD

Microsoft Office

Hootsuite

Salesforce

Slack

## PROFESSIONAL EXPERIENCE

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### TRIANGLE MUSIC GROUP, New York, NY

*Digital Marketing Specialist, 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

### MOMO SOFTWARE, New York, NY

*Digital Marketing Associate, 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

### KINGSTON DIGITAL, New York, NY

*Marketing Intern, 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

## 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)