

LAUREN CHEN

Digital Marketing Specialist

CONTACT

Phone
(212) 256-1414

Address
Chicago, IL 60622

Email
lauren.chen@gmail.com

LinkedIn
linkedin.com/in/lauren-chen/

EDUCATION

Bachelor of Arts,
Communications

New York University,
New York, NY

Honors: cum laude (GPA: 3.6/4.0)

May 2017

RELEVANT SKILLS

- Digital Data Analytics
- Digital Marketing
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- AutoCAD
- Rhinoceros
- Microsoft Office
- Slack
- Salesforce



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

Digital Marketing Specialist
2019 – Present

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
- Led the concept and launch of multiple crowdfunding campaigns for priority artist releases, resulting in new revenue of \$80K+

Digital Marketing Associate
2019 – Present

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)
- Enhanced conversion rates by 12% via A/B testing landing pages for a better performing conversion funnel

Marketing Intern
2016 – 2017

Kingston Digital, New York, NY

- 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

Dear Job Seeker,

Our **"Aesthetic"** resume template is highly modern and bold. Its colorful gradient header and subtle background design will help you grab the attention of employers no matter what industry you're in.

Because of its contemporary design and bright colors, the "Aesthetic" template is ideal for writing a resume for a cutting-edge industry such as advertising or marketing.

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](#)
- [How to Write a Resume](#)
- [Resume Samples by Industry](#)

Once you have a great resume, pair it with a convincing cover letter using our matching cover letter templates. 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](#)
- [How to Write a Cover Letter](#)
- [Cover Letter Examples by Industry](#)

Best regards,

The Resume Genius Team

IMPORTANT: To delete the second page, right-click on the page and click "Delete Rows"