

# LAUREN CHEN

DIGITAL MARKETING SPECIALIST



(212) 256-1414



lauren.chen@gmail.com



linkedin.com/in/laurencchen/

## EDUCATION

May 2017  
New York University, 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

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

June 2017–August 2019  
**Digital 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)
- Enhanced conversion rates by 12% via A/B testing landing pages for a better performing conversion funnel

June 2016–May 2017  
**Marketing Intern**  
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,

Polished and confident, the Clean resume template lives up to its name, with simple formatting and an easy-to-read sans-serif font.

This template draws the hiring manager's eyes to the most relevant information on the right, and ensures they don't miss your additional information presented with a splash of color on the left.

We suggest using the Clean resume template to apply for jobs that require high-level [organizational skills](#), such as [office administrator](#) and [personal assistant](#).

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 [2022 cover letter template](#). 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*