



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

Digital Marketing Specialist

Triangle Music Group, New York, NY

Sep 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

Digital Marketing Associate

Momo Software, New York, NY

Jun 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

Marketing Intern

Kingston Digital, New York, NY

Jun 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

CONTACT

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Email

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LinkedIn

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EDUCATION

New York University, New York, NY | May 2017

*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

Dear Job Seeker,

Our 2021 resume template is perfect for highlighting your relevant qualifications for any job.

A two-column resume format lets you emphasize your skills and additional information alongside your work experience. That feature makes the 2021 template ideal for:

- [Recent Graduates](#)
- [College Students](#)
- Anyone applying to a technical job
- [People Changing Careers](#)

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 [2021 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