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| |  |  | | --- | --- | |  | | | LAUREN CHEN | | |  | | | DIGITAL MARKETING SPECIALIST | | |  | | |  | (212) 256-1414 | |  | lauren.chen@gmail.com | |  | linkedin.com/in/laurenchen/ | |  | | | **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 | | |
| **Logo  Description automatically generated**  **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](https://resumegenius.com/blog/resume-help/organizational-skills-examples-definition-guide), such as [office administrator](https://resumegenius.com/resume-samples/office-administrator-resume) and [personal assistant](https://resumegenius.com/resume-samples/personal-assistant-resume-sample).  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](https://resumegenius.com/?utm_source=Word_Doc&utm_medium=Resume_Builder_Link&utm_campaign=RG_Downloads)  ·     How to Write a Resume  ·     [Resume Samples by Industry](https://resumegenius.com/resume-samples?utm_source=Word_Doc&utm_medium=Resume_Samples_Link&utm_campaign=RG_Downloads)  Once you have a great resume, pair it with a convincing cover letter using our matching [2022 cover letter template](https://resumegenius.com/cover-letter-templates/modern-templates#2021). 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](https://resumegenius.com/cover-letter-builder?utm_source=Word_Doc&utm_medium=Cover_Letter_Builder_Link&utm_campaign=RG_Downloads)  ·     [How to Write a Cover Letter](https://resumegenius.com/cover-letters-the-how-to-guide?utm_source=Word_Doc&utm_medium=Cover_Letter_Guide_Link&utm_campaign=RG_Downloads)  ·     [Cover Letter Examples by Industry](https://resumegenius.com/cover-letter-examples?utm_source=Word_Doc&utm_medium=Cover_Letter_Examples_Link&utm_campaign=RG_Downloads)  Best regards,  Shape  Description automatically generated with medium confidence  **IMPORTANT:** To delete the second page, right-click on the page and click “Delete Rows” | |