LC 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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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