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| 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  May 20XX  New York University  New York, NY  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 * Salesforce | **PROFILE**  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  20XX – 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  20XX – 20XX   * 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)   Marketing Intern  Kingston Digital, New York, NY  20XX – 20XX   * 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 |