LAUREN CHEN

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# Career Objective

Experienced Digital Marketing Specialist with over 4 years of expertise in online marketing, branding, and business strategy within the music, media, and entertainment industries. Adept at managing digital campaigns, fostering strategic partnerships, and leveraging data analytics to drive engagement and revenue growth. Seeking to transition to a Senior Marketing & Communications Manager role to contribute to the strategic goals of Leidos UK & Europe and lead high-impact marketing initiatives.

# Professional Experience

**Digital Marketing Specialist - Triangle Music Group, New York, NY**  
Sep 2019 – Present

* • Managed digital sales and streaming accounts to enhance brand positioning and growth.
* • Sourced and developed new strategic partnerships, social engagements, and advertising opportunities generating new revenue streams.
* • Led collaboration across 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 – Aug 2019

* • Worked with management to formulate and implement digital marketing plans focusing on driving acquisition and conversion.
* • Implemented robust digital acquisition strategies with precise financial reporting, budget management, and forecasting.
* • Increased conversions by 15% from paid sources, including PPC, Grants, Display, and VOD.
* • Enhanced conversion rates by 12% through A/B testing of landing pages, resulting in improved conversion funnels.

**Marketing Intern - Kingston Digital, New York, NY**  
Jun 2016 – May 2017

* • Conducted research, writing, and editing of blog posts for Kingston’s website.
* • Utilized tools such as Semrush, Ahrefs, and Page Optimizer Pro to determine relevant keywords and enhance page optimization.
* • Analyzed data from social media PPE campaigns to inform marketing strategies.

# Education

**Bachelor of Arts, Communications, cum laude (GPA: 3.6/4.0)**  
New York University, New York, NY  
Graduation Date: May 2017

# Relevant Skills

Digital Data Analytics | Digital Marketing Strategy | Content Creation and Editing | Adobe Photoshop, Illustrator, InDesign | Microsoft Office Suite | Strong Leadership and Team-Building Skills | Budget and Financial Management | Stakeholder Relationship Management | Event Planning and Management | Social Media Campaigns | A/B Testing and Conversion Rate Optimization |

# Certifications

Google Analytics Certified | HubSpot Content Marketing Certified | Facebook Blueprint Certified |

# Commitment to Diversity and Inclusion

Leidos values diversity and fosters an inclusive culture. I am committed to contributing to an equitable work environment and supporting initiatives that promote social value.

# References

Available upon request.