

LAUREN CHEN

DIGITAL MARKETING SPECIALIST

SUMMARY

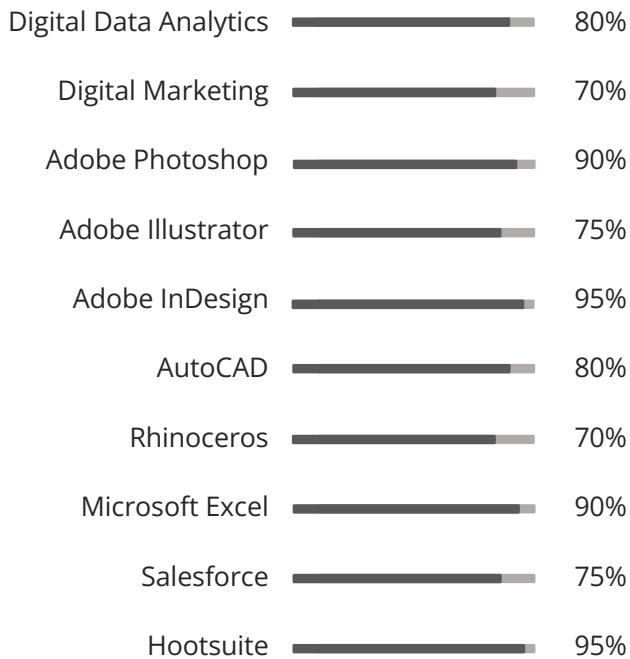
Digital Marketing Specialist with 4+ years of experience in online marketing, branding, and business strategy across music, media, and entertainment industries. Skilled in evaluating financial needs and implementing multi-pronged digital strategies that increase revenue and drive brand growth.

EDUCATION

May 2017
New York University
New York, NY

Bachelor of Arts, Communications,
Honors: *cum laude (GPA: 3.6/4.0)*

RELEVANT SKILLS



CERTIFICATION

May 2019

Certification Name Here

Company or Institution Name

CONTACT

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LinkedIn: linkedin.com/in/lauren-chen/

PROFESSIONAL EXPERIENCE

SEP 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

June 2017–August 2019

Dig 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)

June 2017–August 2019

Dig Digital Marketing Associate

MOMO Software, 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