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| LAUREN CHEN | |
| **Digital Marketing Specialist** | |
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| |  | | --- | |  | | **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 | | New York University, New York, NY | | Honors: cum laude (GPA: 3.6/4.0) | | May 2017 | |  | |  | | **RELEVANT SKILLS** | |  | | * Digital Data Analytics * Digital Marketing * Adobe Photoshop * Adobe Illustrator * Adobe InDesign * AutoCAD * Rhinoceros * Microsoft Office * Slack * Salesforce | | |  |  |  |  | | --- | --- | --- | --- | |  | | | | | 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  2019 – Present | 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+ | | | | |  | | | | | Digital Marketing Associate  2019 – Present | | 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 | | | | |  | | | | | Marketing Intern  2016 – 2017 | | | 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 | | | | |
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