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| LAUREN CHEN  DIGITAL MARKETING SPECIALIST | | | |
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| |  |  |  | | --- | --- | --- | | **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** | | | |  | | | | Digital Data Analytics |  | 80% | | Digital Marketing |  | 70% | | Adobe Photoshop |  | 90% | | Adobe Illustrator |  | 75% | | Adobe InDesign |  | 95% | | AutoCAD |  | 80% | | Rhinoceros |  | 70% | | Microsoft Excel |  | 90% | | Salesforce |  | 75% | | Hootsuite |  | 95% | |  | | | | **CERTIFICATION** | | | |  | | | | **May 2019**  **Certification Name Here**  Company or Institution Name | | | |  |  | |  | | --- | | **CONTACT** | | **Phone:** (212) 256-1414 | | **Email:** lauren.chen@gmail.com | | **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 | |
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