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| LAUREN CHENDIGITAL MARKETING SPECIALIST |
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| **SUMMARY** |
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| 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. |
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| **EDUCATION** |
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| **May 2017****New York University****New York, NY***Bachelor of Arts, Communications,**Honors: cum laude (GPA: 3.6/4.0)* |
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| **RELEVANT SKILLS** |
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| 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% |
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| **CERTIFICATION** |
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| **May 2019****Certification Name Here**Company or Institution Name |

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| **CONTACT** |
| **Phone:** (212) 256-1414 |
| **Email:** lauren.chen@gmail.com |
| **LinkedIn:** linkedin.com/in/lauren-chen/ |
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| **PROFESSIONAL EXPERIENCE** |
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| **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
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| **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)
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| **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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