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| LAUREN CHEN |
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| DIGITAL MARKETING SPECIALIST |
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|  | (212) 256-1414 |
|  | lauren.chen@gmail.com |
|  | linkedin.com/in/laurenchen/ |
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| **EDUCATION** |
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| May 2017**New York University, 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 |
| Digital Marketing |
| Adobe Photoshop |
| Adobe Illustrator |
| Adobe InDesign |
| AutoCAD |
| Rhinoceros |
| Microsoft Office |
| Slack |

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| **CAREER OBJECTIVE** |
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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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| **PROFESSIONAL EXPERIENCE** |
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| September 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
* Led the concept and launch of multiple crowdfunding campaigns for priority artist releases, resulting in new revenue of $80K+
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| June 2017–August 2019**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)
* Enhanced conversion rates by 12% via A/B testing landing pages for a better performing conversion funnel
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| June 2016–May 2017**Marketing Intern***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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| **Logo  Description automatically generated****Dear Job Seeker,**Polished and confident, the Clean resume template lives up to its name, with simple formatting and an easy-to-read sans-serif font. This template draws the hiring manager’s eyes to the most relevant information on the right, and ensures they don’t miss your additional information presented with a splash of color on the left.We suggest using the Clean resume template to apply for jobs that require high-level [organizational skills](https://resumegenius.com/blog/resume-help/organizational-skills-examples-definition-guide), such as [office administrator](https://resumegenius.com/resume-samples/office-administrator-resume) and [personal assistant](https://resumegenius.com/resume-samples/personal-assistant-resume-sample).If you’re still struggling to write your resume, here are some free resources to help you put together a resume that shows employers you’re the right person for the job:·     [Free Resume Builder](https://resumegenius.com/?utm_source=Word_Doc&utm_medium=Resume_Builder_Link&utm_campaign=RG_Downloads)·     How to Write a Resume·     [Resume Samples by Industry](https://resumegenius.com/resume-samples?utm_source=Word_Doc&utm_medium=Resume_Samples_Link&utm_campaign=RG_Downloads)Once you have a great resume, pair it with a convincing cover letter using our matching [2022 cover letter template](https://resumegenius.com/cover-letter-templates/modern-templates#2021). Here are a few resources to help you write a cover letter that gives your application the boost it needs to land you an interview:·     [Cover Letter Builder](https://resumegenius.com/cover-letter-builder?utm_source=Word_Doc&utm_medium=Cover_Letter_Builder_Link&utm_campaign=RG_Downloads)·     [How to Write a Cover Letter](https://resumegenius.com/cover-letters-the-how-to-guide?utm_source=Word_Doc&utm_medium=Cover_Letter_Guide_Link&utm_campaign=RG_Downloads)·     [Cover Letter Examples by Industry](https://resumegenius.com/cover-letter-examples?utm_source=Word_Doc&utm_medium=Cover_Letter_Examples_Link&utm_campaign=RG_Downloads)Best regards, Shape  Description automatically generated with medium confidence**IMPORTANT:** To delete the second page, right-click on the page and click “Delete Rows” |