

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.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING SPECIALIST, New York, NY

TRIANGLE MUSIC GROUP, August 2020–Present

- 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

DIGITAL MARKETING ASSOCIATE, New York, NY

MOMO SOFTWARE, August 2020–Present

- 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)

EDUCATION

BACHELOR OF ARTS, COMMUNICATIONS, New York, NY

New York University, Expected Graduation March 2022

Honors: cum laude (GPA: 3.6/4.0)

SKILLS

Digital Data Analytics/Marketing

Adobe Photoshop

Adobe Illustrator

Microsoft Office

Hootsuite

Salesforce

Adobe InDesign

AutoCAD

Slack

Resume Template Prices

Marshall A. Brown, Annabelle Reitman

Resume Template Prices:

The Bottom-of-Funnel SEO + LLM Cost Hacker's Guide İsmail Günaydin,2025-07-26 Turn every click into revenue and slash AI content costs like a pro The Bottom of Funnel SEO LLM Cost Hacker's Guide is your tactical manual for mastering AI powered SEO and dominating conversion focused content Designed for marketers growth hackers and founders this book shows you how to capture ready to buy search traffic and scale content ops using the smartest Large Language Model LLM hacks In a digital world where everyone's focused on top of funnel fluff this guide goes deep right where money changes hands What you'll unlock Advanced bottom funnel SEO strategies that convert traffic into transactions How to structure and scale programmatic SEO with AI precision Real world playbooks for slashing LLM content costs while improving quality Prompt engineering secrets for ecommerce SaaS B2B and affiliate content AI powered workflows for briefs outlines CTAs and persuasive copywriting Conversion first optimization schema and internal linking architecture Built for the next wave of content led growth this book is part SEO crash course part AI cost optimizer and 100% no fluff Maximize output Minimize spend Monetize smarter Whether you're a content strategist a solo founder or an SEO consultant this is the competitive edge you've been looking for

Principles of Marketing Dr. Maria Gomez Albrecht,Dr. Mark Green,Linda Hoffman,2023-01-23

Principles of Marketing is designed to meet the scope and sequence for a one semester marketing course for undergraduate business majors and minors Principles of Marketing provides a solid grounding in the core concepts and frameworks of marketing theory and analysis so that business students interested in a major or minor in marketing will also be prepared for more rigorous upper level elective courses Concepts are further reinforced through detailed diverse and realistic company and organization scenarios and examples from various industries and geographical locations To illuminate the meaningful applications and implications of marketing ideas the book incorporates a modern approach providing connections between topics solutions and real world problems Principles of Marketing is modular allowing flexibility for courses with varied learning outcomes and coverage This is an adaptation of Principles of Marketing by OpenStax You can access the textbook as pdf for free at openstax.org Minor editorial changes were made to ensure a better ebook reading experience This is an open educational resources OER textbook for university and college students Textbook content produced by OpenStax is licensed under a Creative Commons Attribution 4.0 International License

[High-Level Resumes](#) Marshall A. Brown,Annabelle Reitman,2005 A resource for every executive looking to create a resume that highlights his/her experience

[The Price Current-grain Reporter Year Book ...](#) ,1918

[Prices in Canada and Other Countries](#) Canada. Dominion Bureau of

Statistics,1926

PC World ,1993

Excel 7.0 for Windows Tobias,1999-12 Excel 7 for Windows 95 equips students

with the skills they need for success using Microsoft Excel in today's hottest computer operating environment An extensive array of exercises teaches and challenges students while illustrations of screens and the accompanying icons help them to follow instructions for hands-on practice Students gain real world experience by performing many of the same tasks required

in business settings A comprehensive instructional package allows instructors to tailor the program to teaching styles lab needs student objectives and student learning styles *The Upstart Guide to Owning and Managing a Resume Service* Dan Ramsey,1994 [Cyberspace Resume Kit](#) Mary B. Nemnich,Fred Edmund Jandt,1999 A guide to putting a resume online that shows how to take advantage of state of the art Internet features that have revolutionized job searching The authors show how to incorporate numerous elements into HTML resumes including graphics color and links Also included are evaluations of 80 plus Internet resume sites interviews with industry insiders on the most effective ways to produce and use cyberspace resumes and how to register a Web resume Annotation copyrighted by Book News Inc Portland OR [Instructor's Manual and Key with 3.5 IBM Disk to Accompany PowerPoint 7 for Windows 95](#) Margaret Marple,Sharon Anne Fisher-Larson,1997-04-28 The Annotated Instructor s Edition provides the kind of point of instruction assistance you need to enrich your teaching with relevance and effectiveness It s designed to help you meet the diverse needs and learning styles of your students [CD-ROMs in Print](#) ,2003 **Photographer's Market** Melissa Milar,William Brohaugh,1984 [American Miller](#) ,1914 **Best Resumes for Scientists and Engineers** Adele Lewis,David Jewel Moore,1993 In this major revision of her popular resource for scientists and engineers Adele Lewis joined forces with scientist and writer David J Moore to show technical professionals how to prepare resumes to fit the special requirements of their professions Whether you re targeting an entry level job or a top management position Best Resumes for Scientists and Engineers gives you everything you need to create the kind of standout resume technical employers are looking for including all the basic elements that go into writing an effective resume style content format word choice clearly defined objectives career summaries and more worksheets that take you step by step through the resume writing process ten powerful resume formats more than seventy five sample resumes for twenty five different hi tech industries tips on what you should and shouldn t say in a cover letter five simple steps that will improve your chances of landing an interview *American Cookery* ,1920 *Oil, Paint and Drug Reporter and New York Druggists' Price Current* ,1921 Vols include the proceedings some summarized some official stenographic reports of the National Wholesale Druggists Association called 18 1882 Western Wholesale Druggists Association and of other similar organizations [Printers' Ink](#) ,1920 *Cost Engineering* ,1999 **The Milk Reporter** ,1922 [Standard Daily Trade Service](#) ,1923

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Language in In Cold Blood | Study.com Figurative Language in In Cold Blood | Study.com Key Literary Devices Metaphors:
"Wearing an open-necked shirt (borrowed from Mr. Meier) and blue jeans rolled up at the cuffs, [Perry] looked as lonely and
inappropriate as a ... In Cold Blood by Kendall Cheval Personification - "his memory...haunting the hallways of his mind" (pg
44); Alliteration - "...the whisper of the wind voices in the wind-bent wheat.. In Cold Blood Metaphors ' Perry knows that
there is no way he can come out ahead. He will be running for the rest of his life, or he will be caught and possibly hanged.

'Running a race ... Figurative Language In Truman Capote's In Cold Blood " [He] pulled up the covers, tucked her in till just her head showed..." the use of 'tucked her in' expresses a calm and cozy tone which contrasts with the ... Figurative Language In Truman Capote's In Cold Blood One example of imagery is used in line 5 "I'm stone. I'm flesh." The narrator is using metaphoric and literal imagery describing his body. The reader can ... Metaphor, Make-believe and Misleading Information in ... Sep 10, 2022 — Packed with metaphor, language play and allegory - such as that found in the noted tomcat extract above - In Cold Blood can surely only ever be ... Rhetorical Strategies Mar 7, 2011 — However, one of the most important rhetorical devices written in the novel is in the form of a metaphor: "He and Dick were 'running a race ... In Cold Blood - LitDevices.com Jul 1, 2019 — The author uses vivid imagery to create a sense of place and atmosphere, such as when he describes the Clutter home as "a home with absolutely ... Language Devices In Truman Capote's In Cold Blood Truman Capote uses variety of language devices to vividly develop Perry Smith in his novel In Cold Blood. These language devices include, diction, similes ... We So Seldom Look on Love by Barbara Gowdy We So Seldom Look on Love explores life at its quirky extremes, pushing past limits of convention into lives that are fantastic and heartbreakingly real. We So Seldom Look on Love by Gowdy, Barbara This book of short stories is an incredible and dizzying fall into the world of the bizarre - where everything that is off-the-wall, quirky, and unacceptable, ... We So Seldom Look On Love by Barbara Gowdy Sep 5, 2014 — Barbara Gowdy investigates life at its extremes, pushing past limits of convention into lives that are fantastic and heartbreakingly real. we so seldom look on love : r/LPOTL we so seldom look on love. is a short story by barbara gowdy based on karen greenlea. excellent little read that has popped into my mind ... We So Seldom Look on Love by Barbara Gowdy This book of short stories is an incredible and dizzying fall into the world of the bizarre - where everything that is off-the-wall, quirky, and unacceptable, ... We So Seldom Look on Love book by Barbara Gowdy A collection of short stories that explores the experience of a range of characters whose physical and mental handicaps both compel and inhibit each one's ... We So Seldom Look on Love: Stories These eight short stories employ both satire and morbid humor to explore the lives of emotionally and physically abnormal characters. We So Seldom Look on Love - Barbara Gowdy This masterfully crafted story collection by the author of the internationally best-selling novel Mister Sandman is a haunting audiobook that is. Neo-Gothics in Gowdy's "We so Seldom Look on Love" The author addresses the belief that necrophiliacs are cold-minded perverts lacking spirituality. The protagonist's confessions reveal her deep inner world and ... 3. "We So Seldom Look on Love" by Barbara Gowdy Jan 9, 2012 — The narrator is a woman who gets off on cadavers, and death. She's a necrophile, and it's about the joy of extremes, heat and chill, life and ...