

LAUREN CHEN

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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

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The Bottom-of-Funnel SEO + LLM Cost Hacker's Guide İsmail Günaydın, 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

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