

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

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Annelies Wilder-Smith

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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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