

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

Create, Price & Scale Digital Products to \$5K+/Month Anakpiyik, 2026-02-19 Are you ready to build a digital product empire but don't know where to start You've seen people making thousands of dollars selling digital products online and you're wondering Could I actually do this The answer is YES And you don't need a huge following fancy equipment or technical skills to get started Create Price it's a proven actionable framework to build a legitimate business selling intangible assets like ebooks templates and courses Inside this 90 Day Roadmap you will discover The Validation Test How to validate your product idea in 48 hours before you spend months building something nobody wants The MVP Framework Essential tools to create your first Minimum Viable Product quickly and for free Pricing Psychology Why charging \$5 is a mistake and how to use Value Based and Tiered Pricing to maximize your profits Sales Systems The best platforms like Gumroad and Sellfy to host your products and how to write a high converting sales page Traffic Scaling Organic and paid marketing strategies to go from your first sale to a consistent \$5,000 per month Stop bookmarking ideas and start building your financial freedom Read this guide take action and launch your first digital product today

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beginners who want to build skills create value and earn income using AI Whether you are A student A freelancer A content creator Or someone looking for extra income This book will help you take your first confident step The AI revolution has already started The question is will you use it to build your future Start today *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

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Bureau of Statistics,1926 Commodity Futures Markets and the Law of One Price Arvind K. Jain,1980 *The Price Current-grain Reporter Year Book ...* ,1918 **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 *Cost Engineering* ,1999 American Miller ,1914 **PC World** ,1993 **American Cookery** ,1920 **The house-owner's estimator; or, 'What will it cost to build, alter or repair?' Ed. and revised by F. T.W.Miller** James D. Simon,1889 *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 *The Milk Reporter* ,1922 **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 *Great Britain and the East* ,1926

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