

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

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