

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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Table of Contents Resume Template Prices

1. Understanding the eBook Resume Template Prices
 - The Rise of Digital Reading Resume Template Prices
 - Advantages of eBooks Over Traditional Books
2. Identifying Resume Template Prices
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Resume Template Prices
 - User-Friendly Interface
4. Exploring eBook Recommendations from Resume Template Prices
 - Personalized Recommendations
 - Resume Template Prices User Reviews and Ratings
 - Resume Template Prices and Bestseller Lists
5. Accessing Resume Template Prices Free and Paid eBooks
 - Resume Template Prices Public Domain eBooks
 - Resume Template Prices eBook Subscription Services
 - Resume Template Prices Budget-Friendly Options
6. Navigating Resume Template Prices eBook Formats

- ePub, PDF, MOBI, and More
 - Resume Template Prices Compatibility with Devices
 - Resume Template Prices Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Resume Template Prices
 - Highlighting and Note-Taking Resume Template Prices
 - Interactive Elements Resume Template Prices
 8. Staying Engaged with Resume Template Prices
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Resume Template Prices
 9. Balancing eBooks and Physical Books Resume Template Prices
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Resume Template Prices
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Resume Template Prices
 - Setting Reading Goals Resume Template Prices
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Resume Template Prices
 - Fact-Checking eBook Content of Resume Template Prices
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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