

# 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

MONDO 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

## Resume Template Prices

**Tom Jackson, Ellen Perry Jackson**

## Resume Template Prices:

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

**The Damn Good Resume Guide** Yana Parker,1989 A

A self marketing tool designed to get you a job interview with an effective resume to interpret your past work experience as it relates to the current job objective

**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 Resume.Com Guide to Writing**

**Unbeatable Resumes** Warren Simons,Rose Curtis,2003-08-22 The nation's 1 online resume service offers its exclusive advice on how to craft a winning resume The Resume.com Guide to Writing Unbeatable Resumes draws upon the author's considerable expertise as well as the vast Resume.com database to arm job seekers with sample resumes for every

profession and job category at every level from entrylevel to executive A comprehensive database of keywords arranged by industry Electronic job hunting advice and strategies with tips on how to make any resume stand out online A detailed Before After resume trouble shooting worksheet Job seekers will also find an exciting added value with this essential text With the purchase of this book they ll be able to receive a free resume consultation with one of Resume com s career consultants

*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

### **The Federal Resume Guidebook** Kathryn K.

Troutman,1999 Applying for a federal job or promotion no longer requires a lengthy lifeless form Instead applicants can emphasize their strengths skills and smarts in resumes that will hook hiring staff and make personal qualifications shine

*PC World* ,1993 *The New Perfect Resume* Tom Jackson,Ellen Perry Jackson,1996 When published thirteen years ago The Perfect Resume was the best resume book on the market It transformed the old resume list of facts into a new model an opportunity for self expression and self promotion But today s perfect resume is not the same perfect resume of ten or even five years ago The New Perfect Resume provides the most effective strategies for dealing with the current shift away from good steady jobs to an era of temporary freelance and consulting positions In order to compete in today s business world where employers are more interested in a candidate s skills rather than experience and where no employment is guaranteed for life resumes must be highly customized and targeted to an employer with current or short term needs The New Perfect Resume shows readers how to Prepare a capabilities portfolio which focuses on a candidate s talents rather than the number of jobs they ve held Write an internal resume that defines job responsibilities for those already with a job Use E Mail the talent banks of the Internet and electronic job searches Along with all these strategies The New Perfect Resume includes all the hallmarks of a great resume book including 50 samples of winning resumes easy to use drafting forms special resumes for recent graduates salary negotiation strategies and suggestions on how to write a perfect cover letter A classic in the field of career development The New Perfect Resume is sure to become the new standard upon which all other resume books are compared

**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 *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

*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 **Resources in Education** ,1997 Cost Engineering ,1999 **CD-ROMs in Print** ,2003

*Document Imaging Report* ,1994 *Commodity Futures Markets and the Law of One Price* Arvind K. Jain,1980

Resumes For Dummies Joyce Lain Kennedy,1998-05-29 Contains tips and suggestions for creating a resume that will be noticed by prospective employers includes information on choosing a format drafting a summary statement using key words and formatting a digital resume **The On-line Job Search Companion** James C. Gonyea,1995 Boot up log on and find work This accessible guide to job hunting and career building the electronic way tells job seekers everything they need to know about hardware software on line services and related technologies that can connect them instantly to thousands of employers and job bank databases **The Philadelphia Job Bank** Carter Smith,1988

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