

# Andrew Ballenger

A dynamic, global-minded marketer delivering results that matter.

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## Education

BA with Honors in English

*Mount Vernon Nazarene University*

## Skills

**Videography** - Filming, Editing, Final Cut Pro, and Adobe Premiere Pro, Davinci Resolve

**Graphic Design** - Adobe Illustrator, Photoshop, and InDesign

**Web Design** - WordPress, Grav, FinalSite, HTML, CSS, and Markdown

**Photography** - Adobe Lightroom and Photoshop

**Social Media** - Facebook, Instagram, YouTube, LinkedIn, WeChat, and Naver Blog

**Copy Writing**

## Certifications

Content Marketing  
*HubSpot Academy*

Adobe Premiere Pro  
*Adobe*

Google Analytics  
*Google (Skillshop)*

## Languages

English *Native*  
Chinese *Intermediate*

For the past several years, I have been actively involved in digital marketing for international schools, contributing to the growth of online engagement and physical enrollment and retention. My passion for multicultural contexts has driven me to continue seeking opportunities to work abroad.

## Experience

2023/07 to present | **Web Manager and Digital Media Specialist**  
*Korea International School, Seoul, South Korea*

- Adhere to established strategies to create and publish equity-focused learning stories across multiple platforms.
- Maintain and edit website content, collaborating with Finalsite on technical issues.
- Capture and edit high-quality photos and videos of daily learning activities and events.
- Aid in developing marketing strategies and coordinating print and digital advertisements

2018/07 to 2023/07 | **Graphic, Brand, and Media Specialist**  
*Tianjin International School, Tianjin, China*

- Oversee all decisions related to school branding and marketing.
- Capture school activities through video, photos, and social media, utilizing this content for marketing promotions.
- Design and publish print and digital materials.
- Manage, edit, and regularly update the school website.
- Run the auditorium calendar and assist with lights and A/V needs.

## Achievements

- Successfully increased online engagement for both Korea International School (KIS) and Tianjin International School (TIS).
- Designed and managed websites for KIS and TIS.
- Contributed to various committees and groups at KIS for school improvement.
- Implemented an internal TV signage system at KIS and TIS.
- Assisted in implementing live-streaming at both KIS and TIS.