

Andrew Ballenger

An effective marketer with a heart for the international context.

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Education

BA with Honors in English
Mount Vernon Nazarene University

Skills

Videography - Filming, Editing, Final Cut Pro, and Adobe Premier Pro

Graphic Design - Adobe Illustrator, Photoshop, and InDesign

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

Photography - Adobe Lightroom, and Photoshop

Social Media - Facebook, Instagram, WeChat, and Naver Blog

Copy Writing

Languages

English	<i>Native</i>
Chinese	<i>Intermediate</i>
Japanese	<i>Beginner</i>

Interests

Lifting weights, reading, traveling, video games, and playing the drums

Since graduating from university with Honors in 2016, I have been actively engaging in content marketing for a wide variety of audiences. I have grown the online engagement and physical attendance of both previous places of employment. I feel especially drawn to the international scene, and I am looking forward to continue working abroad.

Relevant Experience

2018/07 - Present **Graphic, Brand, and Digital Specialist**
Tianjin International School, Tianjin, China

- Preside over all decisions related to branding and marketing
- Document school activities through video, photos, and social media
- Use said documentation for content marketing promotions
- Design and publish print and digital ads
- Manage and edit school website (www.tiseagles.com)

2016/12 - 2018/07 **Director of Creative Media**
Newark Church of the Nazarene, Ohio, U.S.A.

- Create weekly videos to be used on Sunday morning
- Live-stream and archive sermons every week
- Engage with church community online through social media
- Design sermon series slides with Worship Arts Pastor
- Manage Newark Naz website (www.newarknaz.org)

Achievements

- Successfully grew online engagement for both Newark Church of the Nazarene (30%) and Tianjin International School (65%)
- Designed and built TIS and Newark Naz websites
- Implemented an internal TV signage system at TIS
- Assisted in implementation of live-stream at Newark Naz and TIS
- Competitively engaged in physical and digital ad space