



# Resume

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## EXPERIENCE



### Marketing Associate, James Sewell Ballet Minneapolis, MN – 2018-Present

Influential in making brand decisions for the 2018-2021 ballet seasons. Designed digital materials and prototypes (Adobe XD), monitored analytics (GoogleAnalytics), informed audiences (SurveyMonkey, MailChimp, GoogleDocs/Forms/Slides, PremierePro), maintained social media pages (Facebook, Instagram, YouTube), maintained websites (Squarespace, Wordpress, HTML5 Coding, Stripe). Designed digital and print materials (brochures, invitations, membership tiers) with Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Spark).



### Assistant To The Director, The University of Utah - Asia Campus Incheon, Korea – 2019-Present

Hosted 1,400+ audience members for the Ballet Gala and performed the duties of logo designer, program designer, wardrobe assistant, and backstage crew. Attended to the needs of 60+ staff, instructors, parents, and students through a coordinated daily schedule of classes, rehearsals, meals, and excursions for the International Ballet Summer Intensive on the Incheon Global Campus. Provided updates to the main campus of University of Utah and created/posted on social media accounts.



### Guest Lecturer, The University of Utah - Salt Lake City Campus Salt Lake City, UT – 2018-Present

Developed curriculum and taught classes in ballet, contemporary, and choreography to 50+ students annually for the University of Utah Ballet Summer Intensive. Lectured and demonstrated to students through the Zoom platform for the 2020 intensive.



### Intern, Breast Cancer Action San Francisco, CA 2017

Utilized Meltwater to update and redesign the contact database structure for BCA.



### Project Developer, National Alliance on Mental Illness Salt Lake City, UT 2016

Co-created a statewide marketing campaign, "U Are Not Alone," for the Utah branch of the National Alliance on Mental Illness for initial use at the University of Utah. Developed situational analysis, conducted university undergraduate study, and proposed long-term action plan.

## EDUCATION



UX/UI Design, The University of Minnesota, St. Paul (2021)

Strategic Communications, B.S., Dean's List, The University of Utah (Salt Lake City, UT, 2018)

Ballet, B.F.A., Dean's List, The University of Utah (Salt Lake City, UT, 2018)

## REFERENCES

1. Jay Kim, Assistant Professor, University of Utah - 801-581-6323, [jay.kim@utah.edu](mailto:jay.kim@utah.edu)
2. Deirdre Hawkins, Founder/Owner, Hawkins School of Performing Arts - 916-806-2865, [dhawkins23@hotmail.com](mailto:dhawkins23@hotmail.com)
3. Tony Nguyen, Faculty, Sacramento State University, Founder/Artistic Director, TwoPoint4 Dance, Founder/Owner, Tony Nguyen Photography - 916-541-0053, [tpndance@gmail.com](mailto:tpndance@gmail.com)

## TOOLS

