

Margaret Peggy Ryan

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CAREER OVERVIEW

Knowledgeable arts and culture professional with fifteen years of experience in event planning, international account management, marketing, teaching, and traveling internationally with a sincere drive to utilize her international and arts experience on behalf of others who are searching to explore and learn about the world.

EDUCATION

Master of Innovation & Organization of Culture & the Arts *Univ. of Bologna 2012*

Master of Arts Management *Carnegie Mellon 2011*

Bachelor of Arts, Theatre *UC San Diego 2002*

RESEARCH & WRITING

Gracefully Global Travel Blog Founder and primary blogger since 2012.

The Arts and Quality of Life in Ben Wheeler, Texas Research, 2013.

Americans for the Arts / University of Bologna 2011/2012 Masters Thesis and Government/Public Affairs Research Intern, "The Role of Social Networks in Innovations of K-12 Education through the Arts," Dr. Cristina Boari (UNIBO) and Narric Rome (Americans for the Arts).

Carnegie Mellon 2010 Independent Study "Arts Education Policy Reform & Implementation," Prof. David Deming, Heinz College.

UC San Diego 2001-2003 Research Assistant: "On Broadway: Art and Commerce on the Great White Way," Steven Adler, Director of Theatre.

TEACHING

Online Marketing *Univ. of Applied Sciences, Kufstein, 2016*

Theater Marketing *San Diego State University, 2014/2015*

LANGUAGE



English Mother tongue



Italian Fluency level B2

DIGITAL PROFICIENCIES

Social Media Facebook *+advertising/analytics*, Instagram *+advertising*, Twitter *+advertising*, Hootsuite, Crowdfire, Buffer, Google Plus, Flickr, Youtube, Vimeo, Snapchat, Pinterest, Reddit, Vine

Database Excel, Filemaker, Raisers Edge, Tessitura, Survey Monkey, Access

Graphics/Photography Adobe Creative Suite, Lightroom

Web/CMS Wordpress, Dreamweaver, Google Analytics

Desktop Publishing Word, Powerpoint

Email/Email Marketing Mail Chimp, Constant Contact, Outlook, Mail, Gmail

Travel Booking/Planning Kayak, Booking.com, Priceline, Airbnb, Homeaway, BlaBla Car, Wiki Travel, Google Maps, OBB Tickets, Locomotimes, Skyscanner, TripAdvisor, New York Times, The Telegraph.

PHOTOGRAPHY

High resolution digital photography / 35mm Under 20 year direction of mentor Suzanne DeChillo, NY Times Pulitzer-Prize-winning photographer, free-lance photography for various real estate clients, Carnegie Mellon College of Art, San Diego State University, and travel photography for personal blog and Instagram, Gracefully Global.

EXPERIENCE

Independent Marketing & Cultural Marketing Consultant 2012 - Present

• **2017 San Diego Italian Film Festival**: Board and staff consultant for the development of brand, annual event, and festival marketing strategies.

• **Do Good Theatre**: Creation of brand identity, website, & email marketing materials.

• **2016 Chautauqua Theater Festival**: As Director of Marketing and Communications, developed and executed all marketing and public relations activities.

• **Hiawatha Project**: Web design, social media management, graphic design, and public relations for theatre's fundraising and single ticket sales.

• **2015 San Diego Asian Film Festival**: Designed & executed an integrated, multi-channel print, web and direct marketing campaign for promotion of festival. Managed all aspects of digital engagement including FB advertising utilizing film trailers under \$.05 CPV leading to the highest percentage of sold-out screenings in the festival's 15 year history.

• **The Old Globe Theatre**: Long-term relationship beginning in 2004 and involving multiple roles and projects including cultivation of the theatre's accessible ticketing programs through relationship building with key community stakeholders. Development of audience base for special engagements, such as performances for guests with autism.

• **Valley Women Magazine**: Design, coordination and layout of advertisement content for magazine clients.

CISabroad On-Site Program Coordinator, 2015 - Present

• Provide in-country orientation for faculty and students

• Facilitate all logistical aspects of the program including transportation, planned excursions and tours, group meals, and accommodations & managing group on-site funds, payments and receipts.

San Diego State University Adjunct Professor & Marketing Coordinator, 2014 - 2015

• As adjunct professor to THEA 345, "Theatre Marketing & Public Relations," designed course, instructed & oversaw students' marketing work.

• Coordinated marketing efforts for the School of Theatre, Television, & Film: development of promotional events, implementation of social media strategy, and hiring and supervision of student assistants.

University of Bologna & the Cultural Association for Interactive Learning Instructor and Coordinator, 2011 - 2014

• Travel planning & logistical support for program tours to Florence, Milan, Venice, Turin, & Rome.

• Transitional coordinator for international students relocating to Bologna.

• Career support for students preparing and undergoing job searches.

• Travel planning & logistical support for traveling English theatre performances in Italy.

• American culture & English instructor for major Italian companies including Ducati & Crif.

• Development, management and instruction of middle school English curriculum.

Carnegie Mellon College of Fine Arts Marketing Fellow, 2009 - 2011

• Project managed redesign of the College of Fine Arts & School of Drama websites.

• Co-managed New York & Los Angeles audition events.

• Graphic design of School of Drama's alumni magazine.

UC San Diego, Warren College Provost's Executive Assistant, 2008 - 2009

• Directed all aspects of annual 1,000 student commencement ceremony.

• Calendar management, marketing and publicity, payroll, student worker supervision.

Imagination Entertainment Account Manager, 2007 - 2009

• Account management and logistics planning and coordination of a Mexico tour of IE's *il Circo* production for a private client, April-July 2007.

• Designed, sold and managed original theatrical performances for international clients and major corporate general sessions such as IBM, Volvo and Mary Kay in countries across the world including Turkey, Panama, and UAE.