

Margaret Peggy Ryan

347/821-7437 | peggy@peggyryan.com

www.peggyryan.com

EDUCATION

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

Master of Arts Management *Carnegie Mellon 2011*

Bachelor of Arts, Theatre *University of California 2002*

RESEARCH

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.*

UCSD 2001/2003 *Research Assistant: "On Broadway: Art and Commerce on the Great White Way," Steven Adler, Director of Theatre.*

LANGUAGE



English Mother tongue



Italian Fluency level B2

PROFICIENCIES

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

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

Graphics Adobe Creative Suite

Web/CMS Wordpress, Dreamweaver, Google Analytics

Desktop Publishing Word, Powerpoint

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

THEATRE PRODUCTION

STAGE MANAGER

3 Women Directed by Jennifer Newman, Ojai Playwrights Conference, Aug. 2015

My Mother and I Directed by May Adrales, Ojai Playwrights Conference, Aug. 2014

Carl the Raping Goat Saves Christmas Directed by Neel Keller, Ojai Playwrights Conference, Aug. 2013

Funsongs English Show Produced by CAIL (Bologna, Italy) Milan, 2014 and Bologna, 2013

IBM General Session Opening Cirque Performance Las Vegas Mandalay Bay, 2007 & 2008

Page to Stage Directed by Andrea Stolowitz, Galbraith Hall, UCSD, March 2002

Cabaret Directed by Mohammed Mangrio, Mandeville Auditorium, UCSD, April 2001

Write On! Directed by Andrea Stolowitz, Cabaret Production, UCSD, November 1999

Facing East Directed by Jocelyn Brown, Cabaret Production, UCSD, May 1999

Why Ophelia? Directed by Jocelyn Brown, Cabaret Production, UCSD, April 1999

The Interview Directed by Jim Carmody, Forum Theatre, UCSD, March 1999

ASSISTANT DIRECTOR

The Nightwatcher Directed by Robert Egan, Forum Theatre, La Jolla Playhouse, July 2008

A Midsummer Night's Dream Directed by Jim Winker, Forum Theatre, UCSD, May 2002

The Lion King Directed by Julie Taymor, Pantages Theatre, October 2000 (directing intern)

Chicago Directed by Steven Adler, Forum Theatre, UCSD, May 2000

The Lucky Spot Directed by Amy Scholl Forum Studio, UCSD, November 1999

DIRECTOR

Once Upon A Dream Cabaret Production, UCSD, February 2002

Inside the Glass Box Cabaret Production, UCSD, February 2001

Every Inch A Woman Cabaret Production, UCSD, February 2000

ARTS ADMINISTRATION EXPERIENCE

Independent Marketing & Cultural Marketing Consultant 2012– Present

• **Hiawatha Project:** Web design, social media management, graphic design, and public relations for 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.

• **The Old Globe Theatre:** 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.

• **Ben Wheeler, TX:** Analysis of the effectiveness of recent cultural policy efforts through the collection of qualitative research in the form of resident interviews, and strategic planning based on research results.

• **University of Bologna:** Developed, marketed, and production managed a monthly open mic event at various music venues throughout Bologna.

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

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

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

Carnegie Mellon College of Fine Arts/School of Drama *Marketing Fellow, 2009–2011*

• Project managed the redesign of the College of Fine Arts and School of Drama websites, as well as the creation of the Showcase event website.

• Co-managed NY & Los Angeles audition events.

• Primary photographer for official College events.

Imagination Entertainment *Account Manager, 2007–2009*

• Planned and production managed a 3-week Mexico tour of *il Circo*, July 2007.

• Designed, sold and managed original performances for general sessions with major clients such as IBM, Volvo and Mary Kay.

The Old Globe Theatre *Marketing Assistant, 2004–2006*

• Worked in cooperation with the Director of Marketing to plan and implement a community outreach marketing campaign increasing the Globe's visibility through collateral distribution, word of mouth and cross promotional activity.

• Developed creative marketing strategies by identifying large-scale cross-promotion opportunities and successfully negotiating partnerships with companies such as the Padres, Borders Books and Music, Westfield Malls and Fashion Valley.

Boys & Girls Club, Encinitas *Art Program Director, 2002–2003*

• Created the Performing Arts Program serving fifteen youth aged 8–18 focusing on an annual production incorporating elements of theatre, dance and music.

La Jolla Playhouse *Education Assistant, 2000–2001*

• Coordinated and administered the ACCESS program.

• Assisted with the administration of the annual Performance Outreach Tour (POP), including artist hospitality, contracts and travel and residency arrangements.