
Margaret Peggy Ryan

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Arts and culture professional with fifteen years of experience in theatre and arts marketing, specializing in relationship management, digital medias, and research, with a sincere drive to utilize her experience in outreach and advocacy on behalf of non-profit arts organizations and new audiences.

Education

- Master of Innovation & Organization of Culture & the Arts; University of Bologna 2012
- Master of Arts Management; Carnegie Mellon 2011
- Graduate Certificate, International Education; Florence University of the Arts 2018
- Bachelor of Arts, Theatre; University of California 2002

Digital Proficiencies

Social Media

Facebook +advertising/analytics, Instagram +advertising, Twitter +advertising, Hootsuite, Crowdfire, Buffer, Google Plus, Flickr, Youtube, Vimeo, Pinterest, Reddit, Iconosquare, Sprout Social, Mention, Meltwater, Brand 24

Database

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

Graphics/Photo Editing/Video Editing

Adobe Creative Suite, Lightroom, iMovie, Clips, Boomerang

Web/CMS

Wordpress.org, Wordpress.com, Squarespace, Dreamweaver

SEO/ROI Tracking

Google Analytics, Google Ads, Google Tag Manager

Desktop Publishing

Word, Powerpoint

Email/Email Marketing

Mail 2, Mail Chimp, Constant Contact, Outlook, Gmail, Prospect

Photography

- High resolution 35mm portrait and candid digital photography
- Studied under 20-year direction of mentor Suzanne DeChillo, NY Times Pulitzer Prize-winning photographer.
- Clients have included real estate firms, Carnegie Mellon College of Fine Art, San Diego State University, San Diego Repertory Theatre, Ojai Playwrights Conference and travel photography for travel blog and Instagram account.
- Photos have been featured in the Washington Post, Los Angeles Times, and The San Diego Union-Tribune, including four arts section covers.

Arts Marketing Experience

San Diego Repertory Theatre – *Digital Media Manager, 2017- Present*

- Administering all business digital marketing operations and communications including website maintenance and the strategy and project management of a website redesign, all email marketing, email automations, and e-newsletter design and implementation, and creating and administering all online advertisement campaigns for events, productions, and subscriptions, including an annual \$30,000 social media advertising budget, and our Google Ads \$10,000 monthly nonprofit grant.
- As a result of increased efficiency through the utilization of social media management tools including Sprout Social, strategic content sourcing and creation, social media advertising, and regular engagement, social media platforms have experienced a 55% following growth across Facebook, Twitter, YouTube, and Instagram platforms, an 80% increase in total impressions across platforms, and a 60% increase in engagement.
- Tracked and analyzed digital metrics to choreograph and optimize targeted social campaigns, as well as assign ROI-driven metrics to each campaign using various tools including Google Analytics, Facebook Ads, and Sprout Social.
- Created various metrics-focused post-mortems and point of view documents that outline performance and key learnings.
- Serve as in-house photographer and project manager for show-based promotional and rehearsal photography, leading to strengthened media and press relationships with area reporters and front page arts section placement for over 50% of our productions, as well as increased engagement on social media platforms where photography is shared.
- Utilize video-editing and graphic design skills to create engaging audio, visual, and visual content for social platforms and e-newsletters.
- Identify social influencers, reporters, community partners with strong web presence, and online supporters to develop and maintain relationships in support of our brand and marketing goals.

Arts Marketing & Digital Media – Consultant, 2012 – Present

- **Ojai Playwrights Conference:** Social media development and management, as well as Festival photography. **Milestones in work have included:** A twenty-percent increase in Facebook, Twitter, and Instagram following within six months. The first visual story and online storytelling following the work of Ojai Playwrights Conference from beginning to end, leading to quadrupling their typical social media engagement levels, and a major placement in the Los Angeles Times.
- **The Old Globe Theatre:** Contracted as a Community Outreach specialist on an as-needed basis, including cultivating the theatre's accessible ticketing programs through relationship building with key non-profit community stakeholders and developing an audience base for special engagements, such as performances for guests w/ autism. **Milestones in work have included:** a 35% increase in non-profit constituent attendance at performances, as well as such a high-level of community support for autism-friendly performances that no advertising is needed for these performances to be sold-out.
- **San Diego Italian Film Festival:** Board and staff consultant for the development of brand, annual event, and festival marketing strategies, with special emphasis on social media marketing and grassroots tactics. **Milestones in work have included:** A 15% increase in monthly screening attendance.
- **Do Good Theatre:** Creation of brand identity, website, & email marketing materials.
- **Hiawatha Project:** Web design, social media management, graphic design, newsletters, and public relations for theatre's fundraising and single ticket sales.

CISabroad – Florence Site Director/On-Site Traveling Prgm Coord., 2015 - 2018

Overseeing all CISabroad participants, and assisting with the coordination of all aspects of in-country program operations including onsite activities. Ensuring high levels of program quality, acting promptly in emergency and crisis situations, and working effectively with students before and throughout their study abroad experience.

Chautauqua Theater Festival – Director of Marketing & Communications, 2016

Designed and executed an integrated, multi-channel print, web and direct marketing campaign for promotion of 2016 festival, specializing in community outreach tactics including free special events for targeted patrons and hands-on activities to attract and develop new audiences. Managed annual budget and the hiring and management of three support staff. Handled all photography for special events. **Milestones in work included:** Major national attention for festival activities including coverage in the Washington Post and a significant increase of national word-of-mouth. Sold out the majority of performances for nearly every show in the 2016 Festival. An increase in positive experiences for new and returning patrons, according to festival surveys.

San Diego Asian Film Festival – Marketing Manager, 2015

Designed and executed an integrated, multi-channel print, web and direct marketing campaign for promotion of 2015 festival. Managed all aspects of digital engagement. **Milestones in work included:** Facebook advertising utilizing film trailers under \$.05 CPV leading to the highest percentage of sold-out screenings in the festival's 15 year history.

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

As adjunct professor to THEA 345, "Theatre Marketing & Public Relations," designed course, instructed and oversaw students' marketing work. Additionally, coordinated the marketing efforts for the School of Theatre, Television, & Film including the development of promotional events, implementation of social media strategy, managing the department newsletter, and hiring and supervision of student assistants.

Bologna University & Cultural Assoc. Interactive Learning – Instructor, 2012-2014

Development, management and instruction of middle school English curriculum, as well as adult-education English curriculum. Handled travel planning and logistical support for traveling English theatre performances in Italy. **Milestones in work included:** Served as primary English teacher for the staff of Ducati Motor company, as well as for the staff of the private federal credit bureau for Italy, Crif.

Americans for the Arts – Research Fellow, Government Affairs & Arts Ed, 2012

Researched the Arts in Education Model Development and Dissemination Grant Program (AEMDD) and Professional Development for Arts Educators Program (AEPD) in order to advocate in favor of ongoing Congressional funding of the programs, and created reports and presentations to aid senior staff in advocating. Developed and maintained relationships with key Congressional influencers, including Susan Davis, former chair of the House Education Committee. **Milestones in work included:** As a result of my research, Americans for the Arts used the Freedom of Information Act (FOIA) to request copies of all documents related to the AEMDD and AEPD programs that the Department of Innovation and Improvement had collected over the life of the programs.

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

Managed alumni relations through the publication of a bi-annual newsletter, as well as tracking and publicizing of alumni activity. Served as photographer and story-teller for all major School of Drama student events, as well as coordinated and served as primary photographer for annual outgoing student photo shoot. Project managed the redesign of the College of Fine Arts & School of Drama websites. Handled graphic design for advertising. Managed the Los Angeles audition event on behalf of the School of Drama.

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

The representative of the provost's office to both internal and external university constituents. Calendar management, marketing and publicity (including newsletters), payroll, student worker hiring, support, and supervision. Directed all aspects of annual 1,000 student commencement ceremony. **Milestones in work included:** Saved the college \$5,000 through informed buying of printing materials, and developed and managed relationships with decedents of the college's namesake, Chief Justice Earl Warren, which led to significant press coverage and future events with the family in attendance that attracted significant student interest.

Imagination Entertainment – Account Manager, 2007 - 2009

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. **Milestones in work included:** Handled all account management and logistics planning and coordination for IE's Mexico tour, iL Circo, for a private client, April-July 2007.

The Old Globe – Marketing Assistant, 2004 - 2007

Worked in cooperation with the Director of Marketing and Communication to manage all aspects of the community related marketing campaign, increasing the Globe's visibility through collateral distribution, word of mouth and cross promotions. Developed creative marketing strategies by identifying large-scale cross-promotion opportunities and successfully negotiating partnerships. **Milestones in work included:** Partnership building of approximately 300 businesses and 200 local concierges leading to increased visibility for the theatre across San Diego County, and successful cross-promotion strategy development and execution with major San Diego companies including the Padres, Borders Books and Music, Westfield Malls and Fashion Valley.

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

Developed and executed the after-school arts curriculum for program youth aged 4 to 18. **Milestones in work included:** Creating the Performing Arts Program serving fifteen youth aged 8-18 by negotiating with Boys and Girls Club director, creating a budget and funding it through donations of local businesses. Program focused on an annual production incorporating elements of theatre, dance and music, and the instruction of all skills and disciplines related to its production, as well as a field trip to a local college.

La Jolla Playhouse – Education Assistant, 2000 - 2001

Coordinated and administered the theatre's accessibility program called ACCESS by training and recruiting ACCESS volunteers as well as negotiating ASL contracts. Assisted with the administration of annual Performance Outreach Tour (POP), including artist hospitality, contracts and travel and residency arrangements. Assisted in the coordination, setup and management of special events related to POP Tour. **Milestones in work included:** Increased Audio Describer volunteer base and management.

Teaching Experience

- University of Applied Sciences: Kufstein (Austria): Marketing IV: Online Marketing Lecturer, 2016
- San Diego State University: Theatre Marketing and Public Relations Lecturer, 2014-2015
- The Cultural Association for Interactive Learning, Bologna, Italy: English Instructor, 2012 – 2014
- University of Bologna, Bologna, Italy: Master of Innovation & Organization of Culture & the Arts Program Assistant and Career Planning Lecturer 2011-2012
- Boys and Girls Clubs of San Dieguito, Encinitas, CA: Art Program Director 2002-2003

Publications

“The Role of Social Networks in Innovations of K-12 Education through the Arts” Masters Thesis with Dr. Cristina Boari, University of Bologna & Americans for the Arts 2012

Research Assistant to Steven Adler, Director of Theatre, UCSD, and author, “On Broadway: Art and Commerce on the Great White Way.” UCSD 2001-2003

Major Research Underway

“Arts Education Policy Reform and Implementation,” begun under Professor David Deming, Heinz College at Carnegie Mellon 2010. Research continued from 2011 to present with Americans for the Arts to lead research efforts into the federal Arts in Education grant recipients.

“Ben Wheeler, Texas: A study on the relationship between interaction with culture and perceived quality of life,” research initiated with Carnegie Mellon University’s Heinz College in 2013.

Theatre Production Experience

Directing

- 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

Assistant Directing

- 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 (Disney Theatrical directing intern) directed by Julie Taymor, Pantages Theatre, October 2000
- Chicago directed by Steven Adler, Forum Theatre, UCSD, May 2000
- The Lucky Spot directed by Amy Scholl Forum Studio, UCSD, November 1999

Stage Management

- Evanston Salt Costs Climbing by Will Arbery, Ojai Playwrights Conference, August 2017
- My Mother and I directed by May Adrales, Ojai Playwrights Conference, August 2014
- Carl the Raping Goat Saves Christmas directed by Neel Keller, Ojai Playwrights Conference, August 2013
- 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

Conferences

- Support staff, “Crossing Borders.” 2014 TCG Annual National Conference, San Diego, CA, 19-21 June 2014.
- Support staff, 2011 Americans for the Arts Annual National Conference, San Diego, CA, 16-18 June 2011.
- Participant, 2010 Americans for the Arts Annual Advocacy Day, Washington, D.C., April 12 & 13, 2010.

Affiliations

- Californians for the Arts, California, member since 2018
- Planned Parenthood Action Fund, volunteer organizer since 2014
- Rising Arts Leaders, San Diego, member since 2015
- Arts Education Partnership, volunteer 2010 - 2011

References

- Steven Adler: Former supervisor, former professor, and former director
Former Provost of Warren College/Stage Management MFA Faculty, University of California at San Diego. (619) 992-8657 and adlerbrooklyn@gmail.com
- Dave Henson: Former supervisor
Director of Communications, Old Globe Theatre
(619) 231-1941 and dhenson@theoldglobe.org
- Mark Seldis: Current client and supervisor
Managing Director, Ojai Playwrights Conference
323.394.8035 and mseldis@ghostroad.org
- Antonio Iannotta: Former client and collaborator
Artistic Director, San Diego Italian Film Festival
(858) 877-0416 and antonio.iannotta@gmail.com
- Justin Fyala: Former classmate and artistic collaborator
Executive Director, Gay Men’s Chorus of Washington, DC
(202) 766-0148 and justinfyala@gmail.com