

Margaret Peggy Ryan

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Arts and culture professional with twenty years of experience in performing arts management and 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 and Organization of Culture and 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, Steller, TikTok

Database/CRM

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

Graphics/Photo Editing/Video Editing

Adobe Creative Suite, Lightroom, iMovie, QuickTime, Clips, Boomerang, Capture One, Kyno

Web/CMS

Wordpress.org, Wordpress.com, Squarespace, Dreamweaver

SEO/ROI Tracking

Google Analytics, Google Ads, Google Tag Manager, Google Data Studio

Desktop Publishing

Word, Powerpoint

Email/Email Marketing

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

Project Management

Asana, Zoho, Slack

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, Droste Effect contemporary art magazine, and travel photography for travel blog and Instagram account.
- Photos have been featured in the Washington Post, Los Angeles Times, American Theatre, Droste Effect contemporary art magazine, and The San Diego Union-Tribune, including 5 arts section covers.

Work Experience

San Diego Repertory Theatre – *Digital Media Manager, 2018 – 2020*

- Administered all digital marketing operations and communications including the strategic design and project management of a new website. Designed and managed all email marketing strategy, email automations, and e-newsletter design and implementation, and created and administered 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 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.
- Supported the fundraising team with all digital needs including managing grant award marketing requirements, as well as served as part of a grant writing team representing all aspects of The REPs digital reach.
- Served 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. Hired and managed photography team for events and productions.
- Utilized video-editing and graphic design skills to create engaging audio, visual, and visual content for social platforms and e-newsletters, and hired and managed videographers when necessary.
- Identified 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.

San Diego Repertory Theatre – Associate Marketing Director, 2017 - 2018

- Assisted in the creation of a fully comprehensive season marketing campaign and project managed execution of marketing timeline, managing graphic artists, photographers, printers, and mail houses.
- Developed, distributed and analyzed surveys and other forms of feedback.
- Worked closely with the fundraising team to ensure all of their communications needs were met.
- Managed social media accounts and updated and maintained website changes.
- Designed, built, and distributed all email correspondence.
- Requested proposals and negotiated advertising contracts with media outlets, as well as related vendors.
- Monitored sales to ensure proper sales tracking and regularly evaluated ROI of action items within sales campaigns.
- Ensured proper and accurate internal communication of event information.
- Wrote and distributed press releases and handled all public relations activities.
- Cultivated and maintained relationships with the press, vendors, artists, ticket system representatives, and stakeholders at all levels of the organization.

Arts and Organizational Management – Consultant and Contract

- **Strategic Planning Consultant, Digital Marketing Manager, and Stage Manager - Ojai Playwrights Conference, 2013-present:** Strategic planning for development and increase in earned and contributed income as well as overall brand recognition. Website content and SEO, digital platform and social media development and management, as well as Festival photography. **Milestones in work have included:** Development of a membership program currently in progress. 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.
- **Associate Director of Marketing - The Old Globe Theatre, 2017:** Worked closely with the Arts Engagement team to fulfill The Old Globe's marketing requirements of the New California Arts Fund award from The James Irvine Foundation. Oversaw graphic design team and all print collateral, as well as signage and negotiating contracts with print and mailing vendors. Managed list/audience segmentation strategy for direct mail, email and social advertising. Supervised Marketing Assistant in the creation of lists, as well as coordinating list acquisitions/trades. Helped identify trends in patrons' engagement and opportunities to develop relationships with audience. Manage long-running discount sales efforts. Served as the primary liaison to Box Office/Guest Services. Regularly evaluated ROI of action items within sales campaigns.
- **Grants and Marketing Consultant - San Diego Italian Film Festival, 2016-2017:** Board and staff consultant for the development of brand, contributed and earned income strategies, annual event planning, and festival marketing strategies, with special emphasis on social media marketing and grassroots tactics, resulting in a 15% increase in monthly screening attendance.
- **Strategic Planning Consultant – Doctors in Italy, 2016-2017:** Marketing, planning, and program development consultant for Doctors in Italy new study abroad doctor shadowing program.

- **Strategic Planning Consultant - Do Good Theatre, 2016-2017:** Creation of earned and contributed income strategy, brand identity, website, & email marketing materials.
- **Community Outreach and Marketing Director - Hiawatha Project, 2014-2016:** Developed and promoted Hiawatha Project's visibility to expand patron base through online marketing and direct outreach. Worked with Artistic Director on the creation and design of key art and descriptive copy for all Hiawatha Project events. Created and coordinated the production and dissemination of all collateral pieces necessary to the theatre's operations including direct mail pieces, postcards, posters, and programs. Created, maintained, updated, and optimized digital marketing tools including Hiawatha Project's website, e-marketing communications, and social media platforms.
- **Network Development and Outreach Specialist - The Old Globe Theatre, 2014:** Developed an audience base for an annual performance of *How the Grinch Stole Christmas* at The Old Globe designed for people on the autism spectrum and their families
- **Community Engagement Specialist - The Old Globe Theatre, 2013:** 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.

Center for International Studies Abroad – Florence City Director, 2016 - 2017

Served as CISabroad's director of operations in Florence, Italy, managing housing and developing programming for CISabroad students living and studying in Florence. Led regular meetings with staff, contractors, and students. Drafted regular reports for US headquarters on program outcomes, students, and housing. Researched future opportunities for program design. Planned and organized student travel, and served as 24-hour safety and emergency support.

Chautauqua Theater Festival – Director of Marketing & Communications, 2015

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 and videography for special events including hiring photographers and videographers, and serving as photographer when needed. Developed and managed all public relations activities. ***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 Director, 2015

Designed and executed an integrated, multi-channel print, web and direct marketing campaign for promotion of 2015 festival. Assisted in the management of on-site programming. ***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 – *Innovation and Organization of Culture and the Arts Outreach Manager, Instructor and Student Life Coordinator, 2011 - 2014*

Managed student teams performing outreach on behalf of Bologna University to local art galleries and performing arts venues which culminated in student presentations at these venues in order to support brand awareness and deepen the university's community outreach program. Served as transitional coordinator for international students relocating to Bologna. Provided career support for students preparing and undergoing job searches. Assisted in the planning and execution of cultural tourism with student groups, including arranging arts lectures at Italian museums and cultural destinations, and supporting logistics during travel.

Cultural Association for Interactive Learning – *Program Manager, Teaching Artist and English Teacher, 2011 - 2013*

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*

Assisted with School of Art, School of Architecture, School of Drama, School of Music, and School of Design alumni relations by tracking and assisting in the publication of alumni activity. Managed the publication of the School of Drama newsletter including graphic design and layout. Developed content for brand storytelling by photographing nearly all major College of Fine Arts and Miller Institute for Contemporary Art events. Assisted with the project-management of the redesign of the School of Drama website. Assisted with the Los Angeles and New York School of Drama auditions.

Carnegie Museum of Art – *Gallery Educator Assistant, 2010*

Assisted museum visitors of varying ages and identities to find interesting, relevant, and enjoyable ways to engage with art, ideas, and one another inspired by CMOA collections and exhibitions.

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

Served as 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. Worked in collaboration with corporate relations director to identify and develop partnerships with major companies throughout San Diego. ***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.

Vista Hill – *Grants and Fundraising Administrative Assistant, 2003 - 2004*

Assisted grants manager with project management of grant applications. Managed donor correspondence and appeal mailings, tracked and deposited all incoming donations and coordinated department accounts payable requests. Managed departmental preparations for transition to new Raiser's Edge software donor database.

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.” Master's 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

- Festival Stage Manager, Ojai Playwrights Conference, August 2018
- *Blue State*, by Sandra Tsing Loh, Ojai Playwrights Conference, August 2017
- *3 Women*, directed by Jennifer Harrison Newman, Ojai Playwrights Conference, August 2015
- *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, June 2014.
- Support staff, 2011 Americans for the Arts Annual National Conference, San Diego, CA, June 2011.
- Participant, 2010 Americans for the Arts Annual Advocacy Day, Washington, D.C., April, 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