

# Margaret Peggy Ryan

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## Education

Bachelor of Arts, **Theatre; UC San Diego, 2002**

Master of **Arts Management; Carnegie Mellon, 2011**

Master of **Innovation and Organization of Culture and the Arts; University of Bologna, 2012**

Graduate Certificate, **International Education; Florence University of the Arts, 2018**

## 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

### Desktop Publishing

Word, Powerpoint

### Project Management

Asana, Zoho, Slack

### Database/CRM/Ticketing

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

### Graphics/Photo & Video Editing

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

### Web/CMS

Wordpress.org, Wordpress.com, Squarespace, Dreamweaver, Wix, Weebly, + various proprietary CMS

### SEO/ROI Tracking

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

### Email Marketing

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

## Arts Marketing Experience

### **Peggy Ryan Designs, Arts Marketing Consultant, 2013 - present**

Clients have included Queen Bee's Art & Cultural Center, Carlsbad Music Festival, Irving Flores Jazz, Meg Ryan Photography, San Diego Italian Film Festival, Do Good Theatre, and Hiawatha Project. As an arts marketing consultant, my work focuses on developing and promoting the brand identity of the organizations I serve. I also prioritize audience development techniques and new strategies for expanding patron bases. Product marketing includes creation and design of the key art and descriptive copy for seasons, events, and art products, including overseeing design of print and digital assets. I also create multi-channel marketing and community outreach strategies, optimizing digital marketing tools including website, e-marketing communications, and social media platforms. For many contracts I have also designed and upgraded marketing and development databases.

### **Ojai Playwrights Conference – Contract Digital Strategy Creator and Manager, 2017 - present**

Developed digital strategy to meet increased earned and contributed income goals and overall brand recognition. Executed digital and content strategy, with significant increases in online following/engagement.

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

In the role of Associate Director of Marketing, recognized the need for and initiated the role of Digital Media Manager, responsible for all aspects of the theatre's first comprehensive and strategic digital media marketing efforts. Project managed and strategized the theatre's new website launched in 2019. Designed and executed email marketing strategy. Created and administered online advertisement campaigns supporting all earned income goals, managing the advertising budget and Google Ads grant. Tracked and analyzed digital metrics. Collaborated with fundraising team to manage grant award marketing requirements and fundraising's digital needs. Created content strategy and utilized video-editing and graphic design skills to create engaging content. Hired and managed videographers. Identified social influencers, reporters, and community partners with strong web presence to develop and maintain relationships for brand and marketing goals. Worked on the season art

design team and managed graphic design firm related to season design. Served as in-house photographer and project manager for show-based promotional and rehearsal photography, leading to strengthened media and press relationships and front page arts section placement for over 50% of our productions. Social media platforms experienced a minimum 55% following growth, an 80% increase in total impressions across platforms, and a 60% increase in engagement.

**San Diego Repertory Theatre – Associate Director of Marketing & Communications, 2018**

Assisted in the creation of a fully comprehensive season marketing campaign and project managed the execution of the marketing timeline, managing graphic artists, photographers, printers, and mail houses. Managed all public relations activities. Cultivated and maintained relationships with vendors, artists, ticket system representatives, and stakeholders at all levels of the organization. Monitored sales to ensure proper tracking and regularly evaluated ROI of action items within sales campaigns. Negotiated advertising contracts. Developed, distributed and analyzed surveys and other forms of feedback. Worked closely with the fundraising on communications needs. Managed social media and updated and maintained website changes. Designed, built, and distributed all email correspondence.

**The Old Globe Theatre – Associate Director of Marketing & Communications, 2017**

As a member of the smallest marketing team relative to budget size of U.S. regional theatres, managed all aspects of the creation of advertising, digital, and print collateral, and negotiated contracts with print and mailing vendors. Trained and managed new marketing staff and marketing contractors including graphic design team. Liaised with other departments including public relations, and oversaw the needs of the ticket office. Worked closely with the Arts Engagement team to fulfill marketing requirements of the New California Arts Fund award from The James Irvine Foundation, and supported marketing efforts for Globe for All program. Identified trends in patrons' engagement and opportunities to develop deeper relationships with existing and potential audiences through surveying and analytics.

**Chautauqua Theater Festival – Director of Marketing & Communications, 2016-2017**

Designed and executed an integrated, multi-channel print, web and direct marketing campaign for promotion of 2016 festival, emphasizing 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/videography including hiring photographers and videographers. Developed and managed all public relations activities leading to major national attention 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. Helped increase positive experiences for new and returning patrons, according to festival surveys.

**San Diego Asian Film Festival – Marketing Director, 2015 - 2016**

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 and all contracted staff and volunteers. Developed social media advertising and content strategy utilizing film trailers under \$.05 CPV which led to the highest percentage of sold-out screenings in the festival's 15-year history.

**The Old Globe Theatre – Network Development and Outreach Specialist; Community Engagement Specialist, Contract, 2013-2014**

Developed an audience base for an annual performance of *How the Grinch Stole Christmas* designed for people on the autism spectrum and their families. Cultivated the accessible ticketing programs through relationship building with key non-profit community stakeholders and developing an audience base for special engagements and accessibility programming.

**Carnegie Mellon College Of Fine Arts – Marketing Fellow, 2009 – 2011**

Initiated the role of Marketing Fellow by supporting the School of Art, School of Architecture, School of Drama, School of Music, and School of Design with alumni relations and general marketing content strategy. Project managed the redesign of the School of Drama website and the quarterly publication of their printed newsletter.

Developed content for brand storytelling by photographing nearly all major College of Fine Arts and Miller Institute for Contemporary Art events. Assisted with LA and NYC School of Drama auditions.

### **The Old Globe – Marketing Assistant, 2004 - 2007**

Worked in cooperation with the Director of Marketing and Communications to manage community-related marketing campaigns, significantly increasing the Globe's visibility across San Diego County through collateral distribution, word of mouth, cross promotions, and off-site events. Developed creative marketing strategies by identifying large-scale cross-promotion opportunities through companies like the Padres, Borders, Westfield Malls and Fashion Valley, successfully negotiating partnerships leading to increased sponsorships and promotional events. Built relationships with over 300 businesses and 200 concierges.

## **Other Marketing Experience**

### **Siamo Napoli – Marketing and Brand Consultant, 2020-present**

Developed the restaurant customer database and the strategy for its continued growth, and created the marketing and content strategy for its utilization in multi-channel branding and product marketing campaigns. Developed community marketing opportunities and cross-promotions expanding customer base, and strategies for customer retention based on improving customer experience, with a careful eye on ROI.

### **Doctors in Italy – Strategic Planning Consultant, 2016-2017**

Marketing, planning, and program development consultant for new study abroad doctor shadowing program.

## **Arts Education Experience and Research**

### **San Diego State University School of Theatre, TV & Film–Lecturer & Marketing Mgr., 2014-2015**

Created and taught Theatre Marketing course. Created and managed experiential learning opportunities for students integrated in school's marketing activities. Managed the marketing efforts, including creation of promotional events for audience development campaign and digital marketing strategy. Hired and supervised student assistants.

### **University of Bologna, Master of Innovation & Org. of Culture & the Arts– Lecturer, 2011-2012**

Created Open Mic experiential learning program and hired and managed student organizers, managed community outreach and marketing strategy. Served as program assistant. Taught Career Planning.

### **Americans for the Arts – Research Fellow, Government Affairs & Arts Education, 2012**

Researched the Arts in Education Model Development and Dissemination Grant Program (AEMDD) and Professional Development for Arts Educators Program (AEPD) to advocate for ongoing Congressional funding, and created tools to aid

senior staff in advocating. Developed and maintained relationships with key Congressional influencers, like Susan Davis, former chair of House Ed Committee.

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

Worked with museum visitors to find interesting, relevant, and enjoyable ways to engage with art.

### **Boys & Girls Club – Art Director, 2002 - 2003**

Developed and executed the after-school arts curriculum for youth aged 4 to 18 including experiential learning opportunities at Encinitas location. Created Performing Arts Program serving fifteen youth aged 8-18, and funded it through solicitation of donations from local businesses.

### **La Jolla Playhouse – Education Asst, 2000-2001**

Coordinated and administered the accessibility program called ACCESS by training and recruiting volunteers and Audio Describer volunteer base. Negotiated ASL contracts. Assisted with the administration of annual Performance Outreach Tour (POP), including artist hospitality, contracts and travel/residency arrangements.

## **Other Education Experience**

### **CISabroad (Ctr for Int.'l Studies) –City Director & Seasonal On-site Program Coord., 2016–2018**

As city director, designed and implemented the extracurricular experience of students living and studying in Florence, Italy, including housing, arrival, departure, and travel. As program coordinator, facilitated all aspects

of in-country implementation of their customized travel/study program in Italy, Switzerland, and Austria, and worked to minimize safety risks. Provided 24/7 emergency support.

### **University of Applied Sciences, Kufstein (Austria) – *Lecturer, 2013***

Created and taught course Marketing IV, Online Marketing.

### **Cultural Assoc. For Interactive Learning – *Program Manager & Teaching Artist, 2011 – 2013***

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

## **Administration Experience**

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

Served as representative of the provost's office to internal and external university constituents. Calendar management, marketing and publicity, payroll, student worker hiring, support, and supervision. Directed all aspects of annual 1,000 student commencement ceremony. Managed outreach to and relationships with decedents of Chief Justice Warren, leading to significant press coverage and increased student engagement.

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

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

## **Performing Arts Production Experience**

### **Queen Bee's Art & Cultural Center – *Event Producer, 20021 - 2022***

Identified talent and event opportunities and managed all aspects of event production including contract negotiation, event planning and management.

### **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 as well as all logistics planning and coordination for a 207 Mexico tour of iL Circo production.

### **Ojai Playwrights Conference – *Stage Manager, 2013-present***

Served as stage manager for annual festival, including integrating new work development process with production schedule, and managing intern stage management team.

### **Lion King, Los Angeles – *Directing Intern, 2000***

Supported Julie Taymor and the Associate Executive Director as well as the choreography/producing team.

### **UC San Diego Dept. of Theatre & Dance – *Director, Producer, Production Stage Manager, and Stage Manager, House Manager, 1998-2002***

Served on or led production, artistic, or house management teams for approximately forty productions.

## **Photography**

**High resolution 35mm portrait and candid digital photography.** Studied under 20-year direction of Suzanne DeChillo, New York Times Pulitzer Prize-winning photographer.

**Photos featured in:** Washington Post, Los Angeles Times, American Theatre Magazine, Droste Effect contemporary art magazine, Zagat, and 5 arts section covers in San Diego Union-Tribune