

Experience

Visiting Assistant Professor of Advertising, BU COM, September 2013 - present

Teaching responsibilities include Fundamentals of Creative Development (Fall 2013) and will include Portfolio Development and Fundamentals of Creative Development (Spring 2013). Also co-teaching a voluntary Portfolio Development Workshop (weekly) for interested students in COM.

Creative Director, March 2009 - present

Business owner since 2009. Clients include Cape Air, Century Bank, Year Up, Eaton Vance, Boston Public Health Commission, Combined Jewish Philanthropies, Cartera, The Newman School, as well as other project work. Work spans print, online, video, website, email, annual reports, TV, outdoor, direct mail, posters, collateral.

VP, Creative Director, Mullen 2008 - 2009

Direct and interactive work on accounts including HSBC Bank, Liberty Medical, JAMRS. Projects included existing client business as well as new business pitches.

VP, Creative Director. Digitas 1990 - 2008

Creative lead on P&G Femcare business. Responsible for North American and global interactive work across all three brands. Prior to P&G, Creative Director on The Home Depot. Work included online advertising, direct mail, email, a redesign of their mover's site and an award-winning holiday microsite. Involved in all phases of the work, from strategy, creative brief, brainstorming, conceptual direction, client presentations, and ensuring flawless execution. Creative lead across multiple channels, including online advertising, site work, direct mail, collateral, e-mail, print and video. Other accounts included American Express, Gillette, Celebrity Cruise Lines, GM, American Electric Power, Wyeth Pharmaceuticals, LL Bean, Fidelity Investments and AT&T among others.

Other agency experience

Cosmopolous, Crowley & Daly : Art Director
Doremus and Company : Art Director
Blouin and Company : Art Director
Arrco Medical Advertising : Intern

Other education experience

2012-2013 : Adjunct Professor at Boston University (Advertising, COM School)
2010 : Taught 9th grade art at The Newman School, Boston, MA
2008 - 2011 : Guest critic at BU Creative Cafes
2007 : Taught Creative Concepts Class, Ad Club of Boston
2003 - 2005 : Guest critic, RISD Senior Portfolio Reviews

Education

Rhode Island School of Design, BFA

Awards

Cannes, Echo, Hatch, MITX, NEDMA

Contact

617-510-5892
pegeen.ryan@gmail.com
pegeen@bu.edu