

BRAND & MARKETING DIRECTOR · NEW YORK, NY

Sabrina Ryan *she/her*

Campaigns · video · paid social · words

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sabrina.jpg

SUMMARY

Ten years of integrated campaigns and video. I run the brand at Ars Nova, an Off-Broadway theater with 50+ shows a season: the website, email, social, paid media, press releases and most of the video, which I shoot and cut myself. I set the organization's budget with our executives and take it to the board. Before theater I co-founded Input, a tech site we grew to 10M+ readers, and I've made videos with The Financial Diet since 2018. *I write plays and lyrics, too.*

Rodeo	Big Dreams	Input	Rainbow Railroad
2× <i>And Then The Rodeo Burned Down</i> sold out and extended twice	\$1M gift from the Miranda Family Fund when we relaunched our campaign	10M+ readers at Input, the tech site I co-founded	\$16,830 raised live for Rainbow Railroad in one five-hour stream

SKILLS

BRAND & CAMPAIGNS	Brand strategy · Integrated campaigns for seasons, productions and fundraising · Copywriting · Press releases for national distribution · Agency management
DIGITAL MARKETING	Meta Ads and Google Ads · Email marketing in Mailchimp · Websites in WordPress and Elementor · SEO and audience development · Analytics in Meta Business Suite, GA4 and YouTube
VIDEO & SOCIAL	Social media strategy · Short-form video shot and cut in Premiere Pro and After Effects · Color in CineDREAM (ACES) · Captions built for sound-off · Field shoots, broadcast recuts and animation briefs
FUNDRAISING & LEADERSHIP	Monthly giving programs · Fundraising campaign copy · Organizational budget set with executives and presented to the board · Teams of two (Ars Nova) and nine (Bustle)
TOOLS	WordPress · Elementor · Mailchimp · Playtime (ticketing CRM) · Meta Business Suite · Ads Manager · Google Ads · Google Analytics (GA4) · Adobe Premiere Pro · After Effects · CineDREAM · QLab · Airtable · Asana

EXPERIENCE

Ars Nova *Brand Director*

SEP 2025 – PRESENT

NONPROFIT OFF-BROADWAY THEATER · 50+ SHOWS A SEASON · NEW YORK, NY

- Run the brand end to end: arsnovany.com in WordPress and Elementor, Supra, our streaming service, plus email, social, paid media and press. I shoot and cut most of the video myself.
- Set the entire organization's budget with our executives, then take it to the board. Manage two staff and our agency partners: Playbill, Relay, AKA and Blake Zidell & Associates.
- Ran the campaign for **And Then The Rodeo Burned Down**: teasers, the announcement, a Netflix Is A Joke tie-in, guerrilla poster and a Times Square shoot. It sold out and extended twice. *The New York Times* reviewed it.
- Ran social for **HEAUXCHURCH**, including a one-take reel of Brandon Kyle Goodman explaining what being non-binary means. The whole edit is caption timing.
- Wrote the relaunch of **Big Dreams, Big Swings**, our fundraising campaign, which saw a **\$1M gift from the Miranda Family Fund**. Built **THE LIST**, a monthly giving program with \$10 and \$25 tiers wired into premiere presales.
- Write press releases for national distribution, including ANT Fest's 15 artists, which Time Out New York and Secret NYC covered. Write Nova Ball and Super Nova member comms, and recruit broadcast for social, including a *Morning Joe* segment.

EXPERIENCE, CONTINUED

The Financial Diet *Host, Writer & Producer*

NOV 2018 – PRESENT

PERSONAL FINANCE MEDIA · 1M+ YOUTUBE SUBSCRIBERS

- Write, host and produce for the channel. Contributed to video essays including “Cancel Culture Was Never Real” and “Dynamic Pricing Is Ruining Your Life.”
- My idea: a five-hour live YouTube fundraiser for Rainbow Railroad in August 2026. About 9,000 people watched, and we raised **\$16,830**.
- Sponsored content with brand partners including SoFi and Mint.

Bustle Digital Group *Co-founder & Senior Gaming Editor, Input*

DEC 2018 – MAR 2022

INPUT · INVERSE

- Co-founded Input and grew it to **10M+ readers** through SEO and audience development.
- Led a team of nine writers and editors, and co-built the CMS. Ran branded content for Rolex, Samsung and Sony.
- Wrote reviews, essays and news on games and tech, and kept co-hosting the podcast Tomorrow.

How Was Your Week with Julie Klausner *Producer*

JUN 2013 – JUN 2020

- Produced and edited hundreds of interviews for 100K listeners, and built the studio.

The Outline *Consultant, Host*

APR 2016 – MAY 2020

- Reported features and on-camera video. Co-hosted the podcast Tomorrow with Joshua Topolsky.

Here for Drama *Co-founder*

APR 2016 – JUN 2020

- Produced and marketed dozens of sold-out live comedy shows, and ran the fundraising. Bowen Yang, Ayo Edebiri, Ziwe and Joel Kim Booster all read with us.

Teen Vogue *Book Reviews & LGBTQ Columnist*

FEB 2016 – SEP 2017

MTV *Associate, Show News*

AUG 2015 – DEC 2015

GLAAD *Programs & Communications Fellow*

APR 2012 – OCT 2013

- Wrote front-facing language for a national LGBTQ advocacy organization. Planned events and fundraisers.

Universal Pictures *Marketing Fellow*

JUN 2010 – JUN 2011

ALSO

ALSO	The High Dive and A Perfect Vintage (Executive Producer) · Orsay Press · Difficult People · Billy on the Street · S&S Landscaping
THEATER	<i>For You</i> , a musical in two acts (book & lyrics) · Slayerfest 98 Live at the Stonewall Inn (writer and host, every year since 2016)

EDUCATION & PROFESSIONAL DEVELOPMENT

NYFA Emerging Leaders Program, New York Foundation for the Arts

2026 COHORT

Marist College, Radio/TV/Film; English with a Theater concentration

Macquarie University, Mass Communication (study abroad)