

Curriculum Vitae for  
**Margaret (Peg) O'Keef**

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### **EDUCATION**

- M.A. The Ohio State University; September 1984. Theatre History, Literature, Criticism.  
Thesis: A “Call to the Eye of the Mind”: Yeats’s Aesthetic and an Analysis of *At the Hawk’s Well*.
- B.A. Rollins College; June 1981. Liberal Arts (Theatre major).

### **PROFESSIONAL GOALS**

- To reach audiences—readers, listeners, viewers—through powerful and relevant storytelling.
- To provide a stimulating and challenging environment of learning for my students and to foster the habit of life-long learning.
- To contribute meaningfully to my community and participate in its artistic and intellectual growth.
- To continually develop my skills and methods as an artist, writer, and a teacher, modeling excellence in all endeavors.

### **WORK EXPERIENCE**

#### **Teaching and Coaching**

##### UNIVERSITY OF CENTRAL FLORIDA, Orlando, FL

Adjunct Instructor, Department of Film (2007 to 2015). Courses included Writing for TV & Film, Short Script, Script Analysis, Foundations of Story, and Cinema Criticism. Emphasis on guiding students through story methodologies, character development, mono-myth/archetypes, feedback cycles, and critical perspectives—from classical to post-modern. Oversaw independent studies. Additionally, worked directly with student film directors and provided consultation and expertise in upper level film directing classes. Participated in MFA thesis committee process. Currently serve as a Standardized Patient for UCF Medical School.

##### ROLLINS COLLEGE, Winter Park, FL

Visiting Assistant Professor (1999-2004), Adjunct Instructor (1997-1999, 2005-present), Guest Lecturer and Artist (on-going). Courses included Intro to Liberal Arts, Modern Humanities, Intro to Acting for the Non-major, Acting I, Acting II, Introduction to Theatre, Script Analysis, Introduction to Film, Truth and Illusion: A Journey with Edward Albee, Rollins Conference Course: Theatre On and Off Stage/Getting to Know Annie and Fred, and Independent Studies. Directed mainstage productions of *Zoo Story*, *The Bacchae*, *The Children’s Hour*, and *Blithe Spirit*. Provided academic advising to students. Faculty sponsor for Rollins Players, 1999-2001. Served on college’s Advising Committee. Participated in departmental activities: season selection, conferences/recruitment, development of comprehensive examination, scholarship appointments, course development, text adoption, etc. Participated in college-wide activities. Credentialed to teach upper level writing reinforcement courses and oral communication courses. Provided annual workshops for Drey Shakespeare, a project of the English Speaking Union.

##### VALENCIA COMMUNITY COLLEGE. Orlando, FL

Instructor (1986-1993), Adjunct Instructor (1996-1997). Taught a range of courses in English, speech, drama, and student life skills; guided students through the development of formal and

informal communications; directed mainstage productions of *La Bête* and *Crimes of the Heart*; sponsored International Students Association; created plans to accommodate students facing special challenges (e.g., gifted, phobic, English as second language, etc.); organized special events/presentations; liaised with community organizations; participated in SACS evaluation.

#### THE OHIO STATE UNIVERSITY. Columbus, OH

Graduate Teaching Assistant (1982-1984). Assisted major professor in Theatre 100 (survey course) lecture sections; taught five tutorials (approximately 30 students each) weekly; developed quizzes, written assignments, grading. Also represented Theatre Department graduate students on University Graduate Committee, which oversaw governance of all graduate school issues and students.

#### **Creative Endeavors and Project Management**

##### WRITER, CONSULTANT, AND PROJECT MANAGER. Varied locations

Through Peg O'Keef Creative Endeavors, contribute to the development and honing of creative and/or corporate message. With Q Media Productions, develop audio and video tours for clients, including Holocaust Museum Houston, Texas Historical Commission, Barry University, Exploration Tower at Port Canaveral, American Undersea Warfare Center, MossRehab "All About Art," Modernism Museum Mount Dora, Morikami Museum and Japanese Gardens, Ringling Museum of Art, Japanese Tea Garden of Golden Gate Park, Fantasy of Flight, and Nehrling Gardens. At Fantasy of Flight, developed immersive visitor experiences: "Real Florida," "Rosie: A Riveting Experience," and "How to Wing Walk in Eight Easy Lessons." Project Management provided for Q Media, Fantasy of Flight, and others. Developed and presented training component to the Public Defenders Office of 9<sup>th</sup> Circuit Court. Trained in audio description for low/no vision. Other related activities included in "Publications" section.

##### ENZIAN THEATRE/FLORIDA FILM FESTIVAL. Maitland, FL (1994-present)

Festival Co-director (2001-2002), Executive Director (2004-2005 and 1998-1999), Director of Special Projects (1997), Managing Director (1994, 1995). As Executive Director, oversaw all aspect of non-profit arts organization, including programming, finances, grants, marketing, personnel, and operations. During my tenure as Executive Director, Enzian experienced greatest growth in both endowment and programming in its then-15-year history. As Director of Special Projects, oversaw development of all collateral materials, student works, seminars, and special events. As Managing Director and Festival Co-director, contributed directly to all aspects of the film festival. Have participated for many years in film selection (emphasis on documentary films) for film festivals.

##### CHAPMAN/LEONARD STUDIO EQUIPMENT CO. Orlando, FL (1995-1997)

Studio Director of Operations. Oversaw all aspects of daily operation of a 9,000 square foot soundstage facility, including marketing, negotiation, insurance, contracts, billing, and client services; attended industry trade shows marketing stage and camera support equipment; developed administrative systems; served as company representative to US market east of the Rockies; represented company in industry organizations (FMPTA, CFFC, FFCA, ITVA).

##### THEATRE DOWNTOWN, INC. Orlando, FL (1987-1999)

Cofounder, Past President, Board Member, Contributing Artist. Oversaw and guided organizational development; developed policy manual and business plan; coordinated and prepared grants/fundraising materials; guided marketing development; oversaw production, artistic policy, and personnel selection; liaised in local government/private industry relations; contributed to productions as director, actor, or other creative role.

##### ASSESSMENT DESIGNS, INTL. (WILSON LEARNING). Orlando, FL (1981-1982, 1984-1987)

Material Coordinator, Trainer, Administrator. Developed assessment, testing, and training programs for executive, middle management, and public service (specifically police and fire departments) skill identification; performed job analysis of positions in a wide range of industries;

developed job simulation exercises, training scripts, and video; administered "trainer training" and developed training modules, both job specific and generic. Clients included Digital Equipment Corp.; Coca-Cola USA and Bottling; Halliburton; Orlando, New York City, and Boston Police Departments; Federal Bureau of Investigation; GAO; and General Motors.

## **SELECTED PERFORMANCE/PRODUCTION EXPERIENCE**

### **Representative Acting Roles (partial list since 1994)**

<i>Long Day's Journey into Night</i>	Mary Tyrone	Mad Cow Theatre
<i>Our Town</i>	Stage Manager	Annie Russell Theatre
<i>Ladies of Eola Heights</i>	Opal	Abbey Theatre
<i>Something's Weird in Weeki Wachee</i>	Patricia Pattershaw	Orlando Intl. Fringe Festival
<i>33 Variations</i>	Katherine	Beth Marshall Presents
<i>August: Osage County</i>	Violet	Mad Cow Theatre
<i>Peg O'Keef Fixes the World</i>	Peg	Orlando Intl. Fringe Festival
<i>Who's Afraid of Virginia Woolf?</i>	Martha	Mad Cow Theatre
<i>Parallel Lives</i>	Beverly Coyle	Seminole College and others
<i>Bathory</i>	Elizabeth Bathory	Empty Spaces Theatre Co.
<i>Ubu Roi</i>	Mere Ubu	Empty Spaces Theatre Co.
<i>The Constant Wife</i>	Mrs. Culver	Mad Cow Theatre
<i>A Delicate Balance</i>	Agnes	Mad Cow Theatre
<i>Our Town</i>	Stage Manager	Mad Cow Theatre
<i>Happy Days</i>	Winnie	Mad Cow Theatre
<i>Long Day's Journey into Night</i>	Mary Tyrone	Theatre Downtown
<i>Under Milk Wood</i>	Voice 1	Mad Cow Theatre
<i>Eleemosynary</i>	Dorothea	Soulfire Traveling Medicine Show
<i>The Countess</i>	Lady Eastlake	Theatre Downtown
<i>The Tempest</i>	Antonia	Theatre Downtown
<i>Who's Afraid of Virginia Woolf?</i>	Martha	Theatre Downtown
<i>Angels in America (Parts 1 and 2)</i>	Hannah, et al.	Civic Theatre of Central Florida
<i>Three Tall Women</i>	B	Theatre Downtown
<i>The Sisters Rosensweig</i>	Sara	Civic Theatre of Central Florida
<i>The Crucible</i>	Elizabeth Proctor	Theatre Downtown
<i>Dancing at Lughnasa</i>	Maggie Mundy	Theatre Downtown
<i>Six Degrees of Separation</i>	Ouisa Kittredge	Theatre Downtown

### **Representative Directing (partial list since 1989)**

<i>Venus in Fur</i>	Mad Cow Theatre
<i>Antigone</i>	Mad Cow Theatre
<i>Zoo Story/The Sandbox</i>	Rollins College
<i>Blithe Spirit</i>	Rollins College
<i>The Children's Hour</i>	Rollins College
<i>The Bacchae</i>	Rollins College
<i>Crimes of the Heart</i>	Valencia Community College
<i>The Piano Lesson</i>	Civic Theatre of Central Florida
<i>La Bête</i>	Valencia Community College
<i>Indians</i>	Theatre Downtown
<i>The Grapes of Wrath</i>	Theatre Downtown
<i>Cold Storage</i>	University of Central Florida
<i>The Road to Nirvana</i>	Theatre Downtown
<i>Orpheus Descending</i>	Theatre Downtown
<i>Camino Real</i>	Tropical Theatre
<i>Talking With . . .</i>	Tropical Theatre

### **Selected Electronic Media (Film/Television/Voice-Over)**

<i>Lodge 49 (ep 204)</i>	featured/dir. Michael Trim
<i>Taste of Kream</i>	lead/award-winning short/dir. Deanna Russo
<i>Farmer McCallister's . . .</i>	lead role/UCF thesis film/dir. Brady Koch
<i>Gifted</i>	feature role/dir. Bob DeRosa
<i>In Search of. . .</i>	VO Narrator/ISO Prod./dir. Eric Breitenbach
<i>Masterpieces in Glass</i>	VO Narrator/Black Lab Films/dir. E. Breitenbach
Multiple Projects	Casting & VO (narr./character)/Harcourt Pub./dir. B. Goldberg
<i>Curse of the Blair Witch</i>	VO Narrator & Character/Haxan Films/dir. E. Sanchez
<i>Blair Witch Project</i>	VO Narrator/Haxan Films/dir. E. Sanchez
<i>Red Dirt</i>	Lynn Thomas/Sweet Tea Productions/dir. Tag Purvis
<i>In the Now</i>	Claire/dir. Alicia Conway
<i>Sweet and Sour</i>	Delhi/Sweet Tea Productions/dir. Tag Purvis
<i>Harold &amp; Maude's Ad</i>	1/2 of Romantic Couple/Haxan Films./dir. Dan Myrick

### **SELECTED LECTURES/PUBLICATIONS/PRESENTATIONS (partial list)**

- At Fantasy of Flight, co-wrote with Kermit Weeks, *We are the Past: Fantasy of Flight Audio Experience*, distributed on CD. Developed all interpretive signage and tours for aircraft collection. Developed and directed Entertainment Department.
- Contributed "... and she will be mine for life" to *Fiat Lux: Teaching at Rollins College*.
- Wrote Introduction to *Orlando at the Millenium: Eric Breitenbach Photographs*; commissioned by Mayor Glenda Hood
- For '15, '14, '13, '12, '11, '10, '09, '08, '07, '06, '03, '02, '01, '98,'96,'95, '94 Florida Film Festival, produced, co-wrote, and edited festival program (92-132 pages/4 color); produced Festival Gala/Awards Ceremony (wrote script, oversaw budget and all production aspects); produced/moderated Seminar Series (15 seminars)
- Moderated public interviews ("An Afternoon/Evening with . . ."): Susan Sarandon, Glenn Close, Cloris Leachman, Christopher Walken, Gena Rowlands, Fairuza Balk, Dennis Hopper, Karen Black, Seymour Cassel, Gabriel Byrne, Director Allison Anders, Cinematographer Haskell Wexler, and Producer Gale Anne Hurd
- Developed and presented "Finding the Spine and Casting" to the Disney Actors Cooperative, a group of Disney cast members devoted to developing their craft in legitimate theater. The lecture/workshop was designed to illuminate the director's perspective and was drawn from Harold Clurman's works
- Performed readings from Steinbeck's *Cannery Row* for University of Central Florida's Earth Day celebration
- Presented "How to Triumph Over Stagefright" workshop, Convention of Florida Storytellers
- Produced, wrote, and directed *Eden Bar*, a re-creation of an American expatriate's experience in a 1929 Weimar Republic cabaret, at Enzian Theatre
- Workshop "Sustained Gesture and Poetry as Natural Language on Stage" at University of Central Florida Department of Theatre three-day study of William Butler Yeats
- Organized and moderated Atlantic Center for the Arts off-site program at Valencia Community College featuring playwrights Mac Wellman and Len Jenkin
- Adjudicator for District and State Thespian festivals for multiple years
- Dozens of speaking engagements addressing arts/non-profit issues before chambers, Rotaries, civic leadership, and student organizations
- Cultural liaison for/with numerous educational and arts organizations, including Mad Cow Theatre, Enzian Theater, Rollins College, Valencia Community College, Atlantic Center for the Arts, Jewish Community Center, Daytona Beach Community College, Theatre Downtown, Civic Theatres of Central Florida, and United Arts of Central Florida
- Co-produced '94, '95, '96, '98, '99 Florida Film Festival Trailer

## GRANTSMANSHIP/FUNDRAISING

### **Grants successfully written, defended, and administered**

State of Florida, Department of Cultural Affairs, General Support

Theatre Downtown (1992-1996): average 4K/year

Enzian Theatre (1996-1998): average 6.5K/year

State of Florida, Department of Cultural Affairs, Cultural Institutions Program

Enzian Theatre (Cycle 1999-2001): 26K/year

Enzian Theatre (Cycle 2002-2005): 50K/year

United Arts of Central Florida

Mad Cow Theatre (2015 Operating Support), \$18,540 (250% increase from prior year)

Theatre Downtown (1994-1996), average 2.5K/year

Enzian Theatre (General Support 1995), 4K/year

Enzian Theatre (Associates 1998-1999), 11K/year

Enzian Theatre (Associates 2002-2003), 13K/year

Enzian Theatre (Associates 2004-2005), 16K/year

Enzian Theatre (Associates 2005-2006), 18K year

Served as Grants Panelist 2006-2007

Dr. P. Philips Foundation

Theatre Downtown project: *Grapes of Wrath*, 1K

Orange County, Florida

Florida Film Festival ('96-5K; '98-20K)

TDT grant for FFF ('04-80K)

TDT grant for FFF ('05-80K)

### **Other non-profit fundraising**

- Established and built membership mechanism at Theatre Downtown
- Increased endowment funding for Enzian Theatre from 5K to 100K in a twelve-month period. Oversaw reinvestment of funding to significantly increase yield
- Sourced, developed, and managed all cash and in-kind sponsorship for 1999 Florida Film Festival, value 256K. 2005 FFF: 134K cash

## PROFICIENCIES

- Cognizant and practiced in broad range of educational methodologies
- Exceptionally skilled in both oral and written communication
- Highly competent in proofreading and copy editing
- Experienced in public relations, especially in political and fundraising arenas
- Practiced in all aspects of arts management—budget specialist
- Versed in multiple computer applications using both major platforms (Mac/PC)
- Practiced and applied most acting techniques in studio and performance settings
- Trained in a broad range of movement and dance techniques
- Highly competent in vocal preparation and dialects
- Strong competencies in all aspects of theatre/film/video production

## RECOGNITIONS

"Student's Choice Award" Rollins College, 2001 and 2004.

"Best Actor"; *The Orlando Weekly* Readers' Poll 1997 and 1999.

"A Few Minutes with . . ."; full page profile in *The Orlando Sentinel's Florida* magazine, 1994.

"Intriguing People"; *Central Florida Magazine*, January 1991.

"People to Watch"; *The Orlando Sentinel's* annual arts supplement, 1990.

## REFERENCES

Sigrid Tiedtke  
Enzian Theatre/Florida Film Festival  
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