

Leah Ann Connor

agoodgroup@icloud.com
agoodgroup.com

EXPERIENCE

Barbershop Books 2021 *Communications and Marketing Manager*

Developed communications strategy including cadence and types of content. Created and managed digital content calendar by designing and scheduling posts. Used digital storytelling to support the organization's program and development. Used research, data analytics, and digital tools to increase online engagement.

Teaching.com 2021 *Social Media Manager for Reading.com: Raising Readers*

Created social media posts for reading.com and teaching.com on Twitter, Facebook, Pinterest, Instagram, and LinkedIn using Canva and Hootsuite.

Designed handouts to accompany the Alphabet Song and Hungry Cloud app. Added reading.com blog posts and related photos to WordPress.

Researched early literacy initiatives and programs that teach reading, curating an extensive list of social media accounts related to reading, literacy, and parenting.

Learning Without Tears 1998–2020 *Sr. Digital Media Coordinator (formerly Sr. Graphic & Website Designer)*

Implemented social media strategies to align with marketing initiatives. Created Facebook and LinkedIn ad campaigns to test content and audiences. Used Hootsuite and Salesforce Social Studio to schedule and analyze social media posts.

Managed the testing and execution of email campaigns and e-newsletters. Set up automated campaigns with tactics, variables, and appropriate tracking to report campaign level data. Reviewed workshop reporting and made recommendations to improve conversions and lead to higher registration rates. Dug into email segmentation to optimize lists.

Created the company's first online store in 1998 and managed the online shopping cart as well as posted materials online using both Dreamweaver and content management systems such as Drupal. Worked closely with software vendor on shopping cart fixes and enhancements to optimize customer experience.

Transformed production of student workbooks into a completely electronic method by creating original fonts and scanning images. Created five student workbooks in three languages using Quark and InDesign.

Charlottesville Track Club 2008–2021 *Marketing & Communications Manager and Race Director*

Maintained and designed websites, emails, and social media campaigns. Created a wide range of graphic design projects including race logos, t-shirts, and medals. Managed online registration for membership, races, and training programs. Created and currently directing the Rivanna Greenbelt Marathon. RRCA Certified Race Director and Running Coach; WINA Newsradio Correspondent

SKILLS

Online Marketing
Ecommerce
Email Campaigns
Event Management
Social Media
Graphic Design
Proofreading and Editing
Creative Writing
Customer Support

SOFTWARE

Adobe Creative Suite
Bronto
Canva
Constant Contact
Drupal
Facebook Ads
Google Apps and Analytics
Hootsuite
MailChimp
Microsoft Office Suite
RunSignup
Salesforce Social Studio
Weebly
WordPress

EDUCATION

George Mason University
MFA in Creative Writing

The George Washington University
MA in Women's Studies

Penn State University
BA in Women's Studies & English

Recommendations

Leah's multitasking and team building ability was applause-worthy and as a result increased the company's brand awareness and social media presence. I was impressed by Leah's ability to handle any situation calmly and patiently, even in the toughest situations. This natural skill of hers helped the company meet its goals with ease.

- Shannon Peters, former consultant at Learning Without Tears

I had the pleasure of working with Leah for 14 years. Leah is a passionate, dedicated, detail-oriented, fast-moving marketing operations professional. She has an entrepreneurial spirit, had continually grown her skill set in this ever-changing world of marketing automation, web and social media, and goes above and beyond to get the job done.

- Leslie Misura, former colleague at Learning Without Tears

Leah was so wonderful to work with in Marketing. Though she was remotely based, we immediately clicked with her down to earth personality. She was a great asset to our team for her writing skills, in terms of both prose and HTML. Her workstyle is passionate and nimble.

- Jocelyn Howle, Marketing Data & Salesforce Administrator at Learning Without Tears

I met Leah as a Charlottesville Track Club volunteer and Board Member. I've worked with her directly on a few races, and indirectly on many races, training programs, and events over the years. Her marketing and graphic design skills are wonderful - her logos for area races and training programs have become iconic. Her marketing efforts have successfully helped races and training programs grow. She's highly detail oriented, organized, and responsive. Any organization would be lucky to have her on staff.

- Ryan Looney, Past Board Member, Charlottesville Track Club

Leah is delightful to work with. She is dedicated to whatever she puts her mind to. She works hard, has strong marketing skills and meets deadlines. Leah will do an amazing job wherever she is.

- Nina Santos-Isaac, Sales and Customer Success Manager at Learning Without Tears

I really enjoyed working with Leah. She is a dedicated and responsible person! A dependable team member and a great person to collaborate with.

- Jon Van Dalen, former supervisor at Learning Without Tears

Leah and I were colleagues at AcademyHealth for 15 years. As the director of conferences and educational events, I relied upon her to manage our website image, which was essential to marketing and delivering high-quality events. She is creative, dedicated, and will go above and beyond all day, every day.

- Jennifer Muldoon, former colleague at AcademyHealth

Whenever I heard that Leah was going to be on a project with me, I would be delighted! Why? Because Leah is a team-player who works fast, but somehow maintains quality, incredibly-detailed work. Seriously, it felt like magic sometimes. Leah and I worked together for many years, and I would not hesitate to recommend her. She is dedicated, hard-working, passionate, and stays on top of best practices in the ever-changing field of digital marketing. All this, and she still maintains an active running and marathon schedule, much to the amazement of all her colleagues.

- Annie Cassidy, former colleague at Learning Without Tears

I worked with Leah for about 14 years. She was always willing to lend a hand and help out whenever we needed it. If there was an emergency she would drop everything to help you fix it right away. She is dedicated and passionate about everything that she does. She will dive in and put 100% of her efforts into whatever is needed.

- Brittany Narlock, Sr. Workshop Coordinator at Learning Without Tears

When I reflect on my 16 years working with Leah at Learning Without Tears, I remember how hard of a worker she was, how willing she was to jump on any problem and do whatever it took to crush the task or project. She works fast and meticulously, whether graphic design, web design, or blasting out a well-crafted tweet. Leah would be an asset to any team.

- Michael Prodywus, Infrastructure Manager at Learning Without Tears

For more endorsements and recommendations visit: [linkedin.com/in/leahannconnor](https://www.linkedin.com/in/leahannconnor)