

# Leah Connor

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agoodgroup.com

## EXPERIENCE

### **A Good Group** 1997–present *Graphic Design & Digital Marketing Consultant*

Provides creative support and strategic planning for nonprofits.

Develops communications strategies including cadence and types of content.

Manages digital content calendar by designing and scheduling posts on Twitter, Facebook, and Instagram. Uses digital storytelling to support client's mission as well as research, data analytics, and digital tools to increase online engagement.

Creates social media posts for Twitter, Facebook, Pinterest, Instagram, and LinkedIn using Canva and Hootsuite.

Designs flyers and handouts to promote events and products.

### **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 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.

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 vendors on shopping cart 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/Running Coach; WINA Newsradio Correspondent.

### **Ragged Mountain Running & Walking Shop** 2016–2020 *Graphic Designer and Digital Marketing Specialist*

Provided graphic design and digital marketing assistance for social media, email, web, and print projects.

## 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*

# Leah Connor

Charlottesville, VA

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## EXPERIENCE

### **AcademyHealth**, Washington, DC *Manager of Web Services Consultant*

1997–2016

2010–2016

Developed a website with over 6,000 pages ensuring quality and accuracy.

Implemented website guidelines and policies for content and operation.

Wrote, reviewed, edited, proofread and posted materials online.

Oversaw website re-design and maintenance including an online career center.

Advised staff on issues related to web content. Worked collaboratively with other departments to develop online materials and revenue-generating activities.

Maintained linkages to member organizations, journals, and HSR programs.

Monitored website usage and prepared monthly statistical reports documenting the overall number of hits on the website; compiled specialized reports of website statistics for individual departments.

Took initiative in improving the website by conducting on-going assessment and evaluation of overall site content, the effectiveness of web design and graphics, the need for additional information available online and for the use of further web-based technologies.

Negotiated, maintained, and updated cost-effective contracts with web hosting providers and other related vendors.

### **Catholics for Choice**, Washington, DC *Public Policy Program Assistant*

1995–1996

Provided research assistance for a published report on hospital mergers.

[Reproductive health at risk: a report on mergers and affiliations in the Catholic health care system, 1990–1995](#) / by Gregory G. Lebel and William L. Pierron; research assistance by Leah Hill.

Conducted photograph and art searches in the National Archives for CFFC's publication *Conscience*.

### **Congressional Caucus for Women's Issues** *Legislative Assistant and Office Manager*

1993–1995

Compiled a listing of legislation enacted on women's issues over 17 years.

Researched and prepared a report on the history of the Caucus.

Wrote articles for weekly and monthly newsletters.

Drafted press releases and briefing papers on RU486, international population issues and clinic access.

## REFERENCES

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, AcademyHealth*

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, Learning Without Tears*

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, Learning Without Tears*

For more endorsements and recommendations visit:

[linkedin.com/in/leahannconnor](https://www.linkedin.com/in/leahannconnor)

# Recommendations

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 an extremely talented writer, graphic designer and marketing professional. She is a team player and always willing to go the extra mile to complete a project that is branded, creative, and goal-driven. I've worked with many more marketing and creative professionals but I can honestly say that no one works harder, pays attention to the smallest details, and delivers great work and on schedule!

- Candace Schoner, Podcast Producer and Coach

Leah is an effective collaborator who creates high quality work products in a timely manner. Leah takes a proactive approach to identifying project deliverables and providing innovative ideas that enhance graphic design elements, digital media strategy, and much more.

- Shanessa Bryant, formerly with Barbershop Books

Leah is a friendly and creative collaborator who seeks input from across departments to influence her ideas and social strategy. She's a real pleasure to work with and brings a lot of care and passion to what she does!

- Stephanie Marquis Barber, Teaching.com

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

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

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

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

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