

Leah Ann Connor

202.320.5207

leahannconnor@gmail.com

agoodgroup.com

WORK EXPERIENCE

Learning Without Tears, Gaithersburg, MD

Sr. Digital Media Coordinator (formerly Sr. Graphic & Website Designer)

SEPTEMBER 1998 - SEPTEMBER 2020

Developed, implemented, and managed social media strategies to align with marketing initiatives.

Created and managed email campaigns and e-newsletters using Alterian (formerly Bronto and Constant Contact).

Designed 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.

Transformed Handwriting Without Tears pre-existing system of creating student workbooks (a labor-intensive cut-and-paste system with manually handwriting) into a completely electronic method by using original fonts and scanned images in Quark and InDesign. Created five student workbooks in three languages using the new electronic method.

Photographed children and products for use in presentations and webinars.

AcademyHealth, Washington, DC

Consultant (formerly Manager of Web Services)

SEPTEMBER 1997 - OCTOBER 2016

Website design and maintenance including an online career center.

VOLUNTEER EXPERIENCE

Charlottesville Track Club, Charlottesville, VA

JANUARY 2008 - PRESENT

Maintain and design websites, email, and social media campaigns.

Create a wide range of graphic design projects from concept to completion, including race logos, t-shirts, signs, and medals.

Manage online registration for membership, races, and training programs. Expanded web content to include searchable race results. Executed redesign of the website twice. Created and currently direct the Rivanna Greenbelt Marathon..

RRCA Certified Race Director & Running Coach

Running Radio Correspondent for WINA 1070 Newsradio (2013-2017)

SKILLS

Graphic Design

Social Media

Email and Web Design

Online Marketing

Ecommerce

Creative Writing

Event Management

EDUCATION

George Mason University, Fairfax, VA *MFA in Creative Writing*

1997 - 2004

The George Washington University, DC *MA in Women's Studies*

1993 - 1996

Penn State University, State College, PA *BA in Women's Studies with an English Minor*

1991 - 1993

University of Pittsburgh

1989 - 1991

SOFTWARE

Adobe Creative Suite

Microsoft Office and

Google Docs, Forms, and Analytics

Drupal and Weebly

Constant Contact and MailChimp

Social Studio

Hootsuite