

Leah Ann Connor

202.320.5207

leahannconnor@gmail.com

agoodgroup.com

Charlottesville, VA

WORK AND VOLUNTEER EXPERIENCE

Learning Without Tears, Gaithersburg, MD 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 using Alterian (formerly Bronto and Constant Contact). Set up automated campaigns with tactics, variables, and appropriate tracking and reported out on campaign level data. Reviewed workshop reporting and made recommendations to improve conversions and to lead to higher registrations. Analyzed e-mail metrics in order to make sure we were trending to meet goals. Dug into overall email segmentation to look for ways to optimize our list selects.

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. Improved ecommerce system and worked closely with software vendor on shopping cart fixes and enhancements to optimize customer experience.

Transformed Handwriting Without Tears pre-existing system of creating student workbooks (a labor-intensive cut-and-paste system with manual 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.

Charlottesville Track Club, Charlottesville, VA 2008–PRESENT
Volunteer Communications Coordinator and Race Director

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 directing the Rivanna Greenbelt Marathon.

RRCA Certified Race Director & Running Coach.

Running Radio Correspondent for WINA 1070 Newsradio (2013–2017).

Ragged Mountain Running & Walking Shop, Charlottesville, VA
Graphic Designer and Digital Marketing Specialist 2016–PRESENT

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

SKILLS

Online Marketing
Email and Web Design
Graphic Design
Social Media
Ecommerce
Creative Writing
Proofreading and Editing
Event Management

SOFTWARE

Adobe Creative Suite
Microsoft Office Suite
Google Apps and Analytics
Drupal
WordPress
Weebly
Constant Contact
MailChimp
Social Studio
Hootsuite

EDUCATION

George Mason University
Fairfax, VA
MFA in Creative Writing

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

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

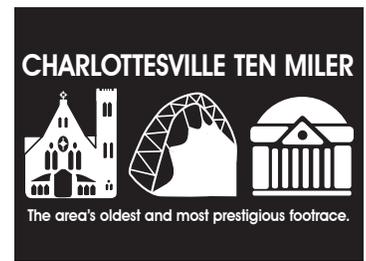
Charlottesville Track Club

“Leah Connor is in so many ways the driving force in bringing people together in our running community. Her tireless efforts, in helping to market and organize hundreds of races, running events and training programs, have helped to entertain tens of thousands of runners and, in the process, raise immeasurable funds for countless charitable causes. Simply put, thanks to her selfless dedication in volunteering her time and sharing her talents, creativity and passions, Leah is the flag bearer in bringing running to life in Central Virginia!”

- **Mark Lorenzoni**

co-owner of Ragged Mountain Running & Walking Shop and Coach for Charlottesville Track Club
434.962.1694 (cell/text) | Ragged Mountain, 3 Elliewood Avenue, Charlottesville, VA 22903

Portfolio





LEARNING Without Tears™

Get Set for School • Handwriting Without Tears • Keyboarding Without Tears

March 31, 2021

To Whom It May Concern:

Leah Connor started with Learning Without Tears (LWT) in 1998 and continued until September 18, 2020. During her time, she worked with the Marketing & Creative groups on e-commerce, graphic design, social media, and email marketing.

Leah helped create the first company website and grew with the company into various marketing and creative roles, growing her skills along with the organization. She was quick to respond to customers and colleagues and has a strong knowledge of the company's history, products, and passion for the mission of helping children. Additionally, Leah went above and beyond to create and collaborate with others, to create fun, unique, and engaging social content. She is very detail oriented, often catching mistakes or typos on pieces that already had multiple rounds of review.

We are very appreciative of the work that Leah did for LWT and are confident that she would make a valuable contribution to any future endeavor.

Sincerely,

Eric Olsen
Chairman of the Board

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 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)