

Leah Ann Connor

leahannconnor@gmail.com
agoodgroup.com

EXPERIENCE

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

Developing a social media plan for an exciting new app for parents to guide them step-by-step as they teach their young children to read.

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 using Alterian (formerly Bronto and Constant Contact). 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*

Maintain and design websites, email, and social media campaigns. Create a wide range of graphic design projects 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 and Running Coach; WINA Newsradio Correspondent

Ragged Mountain Running & Walking Shop 2016–2021 *Graphic Designer and Digital Marketing Specialist*

Provide 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