



QUESTIONS

What interests you about my background?

What do you expect the person in this role to accomplish in the first week, first month, first three months, and end of the first year? How long do you think an ideal candidate should plan to commit to this role?

Do you see it as a position that someone could spend years successfully learning, growing, and evolving the responsibilities?

How long do you think it takes someone to understand the inner workings of the Alumni Association and to master the major responsibilities of this role?

Can you share a time when an employee gave feedback on something that can be improved or changed? What is your performance review process?

What software do you use to schedule social media (i.e., Sprout, Hootsuite, Salesforce Social Studio)?

Do you have a Canva account?

Have you considered other ticketing platforms other than EventBrite?

When is your ideal start date for this role?

Do you have any reservations about my ability to be successful in this role?

OBSERVATIONS

I highly recommend checking out givesignup.org as a platform for ticketing events and fundraising. I've used their platform for years when it was just for races. They've expanded into creating a platform specifically for nonprofits and I've been amazed at their innovations and customer support.

I reviewed your social media platforms linked from your website as well as a couple others not shown. I couldn't find an official YouTube channel. That's a must! Also, I would highly encourage optimizing Flickr by including information on the about page, selecting faves, and creating galleries. It couldn't hurt to start posting on pinterest again!

I love your branding and the profile image across all social media platforms.

TWITTER

We celebrate #UVAAlumni by connecting, informing, serving and investing in you and our University. Because once you're a Hoo, you're always a Hoo.
https://twitter.com/uva_alumni

FACEBOOK

We celebrate #UVAAlumni by connecting, informing, serving and investing in you and our University.
<https://www.facebook.com/UVAAlumniAssociation>

INSTAGRAM

We celebrate #UVAAlumni by connecting, informing, serving and investing in you and our University. Because once you're a Hoo, you're always a Hoo.
https://instagram.com/uva_alumni

LINKEDIN

We celebrate UVA alumni by connecting, informing, serving and investing in you and our University.
<https://www.linkedin.com/company/uva-alumni-association>

YOUTUBE

If you don't have an official YT account, you should!

FLICKR

n/a
<https://www.flickr.com/people/uvaalumni>

PINTEREST

The official Pinterest account of the UVA Alumni Association.
<https://www.pinterest.com/viewUVA>

ABOUT ME & MY CONNECTION TO UVA

I moved to Charlottesville with my two children in 2005 to follow my husband on his quest to get a PhD from the greatest university in the country.

I've grown to love Charlottesville so much that it's part of my social media identity (**leahcville**).

I have been a creative force in the running community which is how I first met Jim Ryan (before he was UVA President). He actually ran the marathon that I created (Rivanna Greenbelt) during the pandemic to qualify for the Boston Marathon.

I was so happy and proud to be an employee at UVA (through UVA Temps for VAFF) that I paid to get a staff ID because it wasn't required for the position .

My two children are currently studying at PVCC and I would love for them to graduate from UVA so we will have 3 UVA Alumni in the family!

Some of my favorite family portraits (as well as my professional headshot) were taken on the beautiful UVA grounds.



MY BACKGROUND

I worked for 22 years at Learning Without Tears, a company that specializes in handwriting, literacy, and keyboarding. It seems a bit kismet considering I had horrible penmanship as a child despite always loving to write, eventually earning my MFA in Creative Writing from George Mason University.

As a RRCA certified race director and running coach, I've volunteered with the Charlottesville Track Club for over 13 years by creating logos, managing training programs, and promoting events. My proudest achievement is the creation of the Rivanna Greenbelt Marathon in 2014. The 10th running of the event was celebrated on December 4, 2022.

hometown:

I was born in Findlay, OH, raised in Reading, PA, worked in DC for 12 years, and have lived in Charlottesville, VA since 2005.

favorite inspirational quote:

“Our doubts are traitors and make us lose the good we might oft win by fearing to attempt.”

I am not a huge Shakespeare fan, I prefer James Joyce, but my husband is a 17th century scholar who shared his colleague's favorite Shakespeare quote with me back in 2012. It's been a running mantra and Geeks Who Drink Trivia team name ever since! I also love **“NO CHOICE BUT ACTION”** which is the a lyric from a post-punk Kansas band and the working title for a book my husband is writing about the post-punk music in Kansas. nochoicebutaction.com

What I do for fun:

I love long walks, slow runs, Pokémon GO, Geeks Who Drink Trivia, and Wordle.

Random factoids:

- My parents didn't know they were having twins so my identical twin sister was a surprise addition a minute after my arrival. They didn't label our baby photos so I don't know which one I am for most of them!
- When I met David Simon (The Wire) and Alan Ball (Six Feet Under) I told them their t.v. series saved my marriage.
- Inflatable costumes take me to my happy place.
- I've qualified for and ran the Boston Marathon 4 times, I finished less than an hour before the bombs went off in 2013 and ran side-by-side with my twin sister in 2017.

if I could have one magical super power:

- The ability to write a one-hit-wonder

Bucket list:

- Develop my own cartoon or comic (even if it's just one!)
- Create a short documentary on the Rivanna Greenbelt Marathon

MY APPLICATION

If I had to describe myself in five words, they would be:

1. Quirky
2. Creative
3. Helpful
4. Inquisitive
5. Dedicated

This applies to every aspect of my life: my work, my volunteering, and my passions.

I just finished a seasonal role at the Virginia Film Festival where I managed social media and email newsletters.

At Learning Without Tears I handled social media and ecommerce management, provided graphic design support, and executed email marketing campaigns.

I was a volunteer with the Charlottesville Track Club for over 13 years, overseeing their online presence, social media, and email; designing logos and marketing materials; managing membership and race registration databases; administering training programs; and race directing including the creation of the Rivanna Greenbelt Marathon in 2014.

I hope to discuss my experience further. In the meantime, please review my work.

Design Portfolio: <https://www.agoodgroup.com/design-portfolio.html>

Writing: <https://www.agoodgroup.com/creative-writing.html>

Thank you,
Leah Connor
202.320.5207 (cell)
www.agoodgroup.com
www.linkedin.com/in/leahannconnor
www.twinsrun.com



LEAH CONNOR
"Our doubts are traitors, And make us lose the good we oft might win, By fearing to attempt." -Shakespeare

OVERVIEW
Creative | Inquisitive | Helpful | Quirky | Dedicated
I have extensive experience working remotely in creative services and digital marketing for non-profit organizations and small businesses. My strong work ethic, direct communication style, and empathy have made me a valued team member.

SKILLS & EXPERTISE

- Communications Strategy
- Creative Writing
- Customer Support
- Digital Marketing
- Fundraising
- Graphic Design
- E-commerce
- Email Campaigns
- Event Management
- Proofreading and Editing
- Race Directing
- Social Media

SOFTWARE

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

EXPERIENCE

- **A Good Group** 1997 - present
Graphic Design & Digital Marketing (self-employed)
- **Virginia Film Festival**
Communications Coordinator (seasonal role)
- **Charlottesville Track Club** 2008 - 2021
Marketing / Race Director
- **Learning Without Tears** 1998 - 2020
Sr. Digital Media Coordinator
- **Ragged Mountain Running Shop** 2016 - 2020
Graphic Design & Digital Marketing
- **AcademyHealth** 1997 - 2016
Manager of Web Services / Consultant
- **Catholics for Choice** 1995 - 1996
Public Policy Program Assistant
- **Congressional Caucus for Women's Issues** 1993 - 1995
Legislative Assistant and Office Manager

CONNECT

- agoodgroup@icloud.com
- agoodgroup.org
- [linkedin.com/in/leahconnor](https://www.linkedin.com/in/leahconnor)

EDUCATION

- **MFA in Creative Writing**
George Mason University
- **MA in Women's Studies**
George Washington University
- **BA in Women's Studies**
Penn State University
- **Race Director & Coach**
Road Runners Clubs of America (RRCA) Certified

HOBBIES

- Pokémon GO
- Running
- Trivia
- TwinsRun.com
- Wordle

ALWAYS BE HONEST, BE KIND, BE FRIENDLY
JUST HOW YOU WANT TO BE TREATED

MY FAVORITE CAREER AND PERSONAL DEVELOPMENT RESOURCES

- Harvard Business Review (<https://hbr.org/>)
- Steve Magness, Do Hard Things (<http://www.stevemagness.com/>)
- Kim Scott's Radical Candor (<https://www.radicalcandor.com/>)
- Susan David, Emotional Agility (<https://www.susandavid.com/>)
- Gretchen Rubin, The Happiness Project (<https://gretchenrubin.com/>)
- The Table Group (<https://www.tablegroup.com/>)
- Positively Present (<https://positivelypresent.com/>)
- Action for Happiness (<https://actionforhappiness.org/>)
- Leadership First (<https://www.leadershipfirst.net>)



NOTE TO SELF:
 When you FIND yourself
 in the SPACE BETWEEN
 NO LONGER and NOT YET,
 RESIST the URGE to GET OUT
 AS QUICKLY AS POSSIBLE.
 MAKE YOURSELF AT HOME in THERE.
 IF YOU'RE GONNA SIT in DISCOMFORT,
 GET YOURSELF SOME FUN THROW PILLOWS.
 BE CURIOUS. Stay OPEN.
 MAKE ROOM for GRIEF and GRACE.
 LET the NEXT THING FIND YOU,
 INSTEAD of the OTHER WAY AROUND.
 REMEMBER that you ARE NOT WAITING
 for the NEXT PART of YOUR LIFE to BEGIN.
 YOU ARE LIVING THIS PART.

EMILY McDOWELL
 @EMILYONLIFE

Leadership First
 "As a leader, you should never be too busy to listen because it's the ultimate form of respect any leader can give to their team."
 @giffordthomas

"IF YOU'RE WORKING ON SOMETHING EXCITING THAT YOU REALLY CARE ABOUT, YOU DON'T HAVE TO BE PUSHED. THE VISION PULLS YOU."
 - STEVE JOBS

Leadership First
 "If you are **not willing** to learn, no one can help you. If you are **determined** to learn, no one can stop you."
 Zig Ziglar

"Poor leadership is building a great team and doing everything you can to hold onto control. No leader can build and sustain a great company without **TRUST**."
 Leadership First

Leadership First
 When passionate employees become quiet, it usually sends a signal that the work environment has become very dysfunctional.
 Tim McClure
 @leadershipfirst

LEADERSHIP FIRST
 WHEN PEOPLE FEEL SAFE ENOUGH TO RAISE THEIR HANDS AND SAY, "I MADE A MISTAKE" OR "I NEED SOME HELP." THE LEADER HAS CREATED AN ENVIRONMENT WHERE PEOPLE FEEL SAFE TO BE THEMSELVES.
 SIMON SINEK

Leadership First
 "PEOPLE DON'T LEAVE BAD JOBS, THEY LEAVE BAD LEADERS."
 @giffordthomas

Leadership First
 Don't push your most loyal people to the point that they no longer care. Because if you do, you run the risk of pushing away great talent while settling for mediocrity.
 @giffordthomas

Leadership First
 "A real team is a group of very different individuals who enjoy working together and who respect, care and trust each other."
 @leadershipfirst

Specific Duties and Responsibilities:

Content Creation Support and Digital Design

- Provides design support for Alumni Association **website, email** and **social** deployments (40%).
- Provides **design support** for digital magazine and magazine email deployment (10%).
- Assists the Associate Director of Digital Media in **email production** and **web content publishing** (25%).
- Partners with Associate Director of Digital Media to **design and layout graphics and update content** of Alumni Association Website (20%).
- Collaborates with Marketing Team and various departments on **marketing/advertising strategies** for products and services (5%).

Culture and Values

- Lives the core values of the Association and is an advocate for always improving the culture of the Association
- **Conducts self ethically and with honor**
- Fosters a **sense of belonging by being open to ideas and thoughts** of fellow team members across the Association
- Builds a **community by working as a team, sharing expertise, and fostering a sense of safety** for other to do the same
- Inspires a bias toward **action through innovation**. Anticipates the needs of the Association and leans into new, better, faster ways of accomplishing our goals.
- Provides **support** through a variety of **actions large and small**. **Listens**, stays **curious**, extends **kindness**, and follows through on commitments large and small.

Minimum Position Requirements:

- Bachelor's Degree in graphic design, digital design or related field.
- Expertise in **Adobe Creative Suite** (or similar)
- Experience with content management systems (CMS) such as **WordPress**.
- Familiarity with email service providers (ESP). **Salesforce Marketing Cloud** preferred; others like Emma or **Mailchimp** still a plus.
- Experience with project management software such as **Monday.com**.

Additional Essential Skills:

- Knowledge of digital accessibility principles as well as familiarity with **HTML/CSS**.
- Familiarity/experience with **UI/UX design concepts, responsive design,** and website best practices.
- **Light animation skills** a plus.
- **Interpersonal skills** to work with a wide variety of people with varying levels of digital
- Strong verbal and written **communication skills**.
- **Detail oriented** with demonstrated track record of **meeting deadlines** and goals.
- Demonstrated **self-motivation** and **personal accountability**.