

Leah Connor

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EXPERIENCE

A Good Group 1997–present *Graphic Design & Digital Marketing Consultant (self-employed)*

Provides creative support and digital marketing strategy for nonprofits by developing cadence and types of content for social media, email, and websites.

Manages digital content calendar by designing and scheduling posts on Twitter, Facebook, LinkedIn, Instagram, and Pinterest with Hootsuite and Canva.

Uses research, data analytics, and digital marketing tools to increase online engagement, facilitate donations, and support clients' missions.

Cambium Assessment 2023–present *Production Associate*

Engages in desktop publishing work for paper tests and proposal efforts.

Virginia Film Festival Fall 2022 *Communications Coordinator (seasonal role)*

Created campaigns for Twitter, Facebook, Pinterest, Instagram, and LinkedIn using Canva, Adobe Creative Suite, and Hootsuite. Used digital storytelling to support VAFF's mission as well as research, data analytics, and digital tools to increase online engagement. Designed email newsletters, flyers, and digital media.

Learning Without Tears 1998–2020 *Sr. Digital Media Coordinator (formerly Sr. Graphic & Website Designer)*

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*

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