



LEAH CONNOR

“Our doubts are traitors, And make us lose the good we oft might win, By fearing to attempt.” –Shakespeare



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



INTERESTS

Pokémon GO

Running

Trivia

TwinsRun.com

Wordle



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)
- **Cambium Assessment** **2023 - present**
 Production Associate
- **Virginia Film Festival** **2022**
 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

An Introduction to Leah Connor

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

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

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

With 25+ years experience working remotely in digital marketing and web management at nonprofits and small businesses, I believe I would be an asset to any team.

I spent 22 years working at Learning Without Tears, a family-owned company in Maryland that specializes in handwriting, early learning, 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. I love learning about graphic design, web administration, email marketing, event management, and social media both on the job and through volunteering.

At the Virginia Film Festival and Learning Without Tears I handled social media, provided graphic design support, and executed email marketing campaigns. I was also the Manager of Web Services at AcademyHealth for over 10 years.

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

hometown:

born in Findlay, OH, raised in Reading, PA, worked in DC for 12 years, living in Pantops/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.
From "Measure for Measure" by Shakespeare

I am not a huge Shakespeare fan, I prefer James Joyce, but my husband is an 17th century scholar who shared his colleague's favorite Shakespeare quote with me back in 2012. It's been a running mantra and trivia team name ever since!

favorite author:

James Joyce. I got married on Bloomsday, June 16, the day depicted in his novel Ulysses. I named my son, Laoghaire Ignatius, after the Irish town Dún Laoghaire where you'll find the James Joyce Tower & Museum and a character from the short story "A Little Cloud" in Dubliners. My daughter's name, Annalivia Plurabelle, comes from a character in Finnegans Wake, who's a personification of the River Liffey, which flows through Dublin.

on the weekend, you'll find me:

Running, walking, playing Pokémon GO, frequently texting my identical twin sister, and, on special occasions, cheering at a race in an inflatable costume.



Recommendations for Leah Connor

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

I am lucky to work with Leah leading up to and during the Virginia Film Festival's 2022 season. She supports social media and digital marketing for the VAFF, and every single day she brings endless creativity, a zest for learning, and genuine enthusiasm to our team. Her work is innovative and also highly successful in terms of increasing our engagement, audiences, and impressions across all platforms.

- Jenny Mays, Managing Director, Virginia Film Festival

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. Learning Without Tears

Leah is an extremely talented writer, graphic designer and marketing professional. She is a team player and always willing to go the extra mile to complete a project that is branded, creative, and goal-driven. I've worked with many more marketing and creative professionals but I can honestly say that no one works harder, pays attention to the smallest details, and delivers great work and on schedule!

- Candace Schoner, Podcast Producer and Coach

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 Rotchford, former colleague. AcademyHealth

Leah is an effective collaborator who creates high quality work products in a timely manner. Leah takes a proactive approach to identifying project deliverables and providing innovative ideas that enhance graphic design elements, digital media strategy, and much more.

- Shanessa Bryant, formerly with Barbershop Books

Leah is a friendly and creative collaborator who seeks input from across departments to influence her ideas and social strategy. She's a real pleasure to work with and brings a lot of care and passion to what she does!

- Stephanie Marquis Barber, Teaching.com

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

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

For more endorsements and recommendations visit:

[linkedin.com/in/leahannconnor](https://www.linkedin.com/in/leahannconnor)