



LEAH CONNOR

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



CONNECT



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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)
- 
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

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)