

KIRA M. LILLARD

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WORK EXPERIENCE

Federal Reserve Bank of Kansas City, 2019 - Present

Technical Services Librarian

- Serve as part of the Research Division team tasked to review, edit and test *kansascityfed.org* in development; following the new site going live, continue to serve as project manager, identifying usability, tagging, metadata and design issues, working to improve data relationships and structural underpinnings of the Research section of the site.
- Researched accessibility terms, classes and implementations to write the code and data section of the Bank's Accessibility Statement for *kansascityfed.org* to ensure the Division's compliance with WCAG 2.0.
- Contribute to the Research Division Data Strategy implementation, as a member of the Data Governance Committee, through activities such as creating communication workflows and developing a Division-wide maturity assessment that aligns with data-related priorities and guidance at a Bank, District and System level.
- Serve as Secretary/Member-at-Large on the Leadership Steering Group of the Fed History Vision initiative, under Committee of Library and Information Services (CLIR) auspices. Helped develop a user survey, in preparation for issuing an RFP to replace the current application.
- Work as part of a SharePoint Online group, helping to plan and execute the migration of all Library SP sites across the System.
- Became the third author on a research paper with two other librarians about the challenges of replicability, and connection between data availability policies and support for long-term preservation. Currently under review for the Division's Research Working Paper Series.

Data Librarian Intern

- Proposed, developed and facilitated a Bank-wide discussion group about the KCFed-published book about the history of Black-owned banks in the United States as part of the Bank's commitment to Diversity and Inclusion.
- For a Library research project, evaluated and assembled 60+ sources for the literature review of 216 journals' data availability policies.

Ebeacon, 1997 - 2019

Digital Content Director

- Evaluated analytics, created custom monthly reports, and served as a consultant to content development, marketing strategies and technology trends for several dozen clients.
- Developed taxonomies based on client data for site-wide faceted search and search engine optimization.
- Evaluated and piloted cloud-based project management, ticketing, time-and-billing and design collaboration applications (Harvest, Trello, Basecamp, Asana, JIRA, InVision) for both internal company operations and as a part of client services.
- Oversaw integrations with payment systems, shipping apps, CRM/email marketing tools, including third-party, cloud-based applications such as Salesforce, MailChimp and Constant Contact.

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- Supervised development of custom web applications such as product configurators, service selector tools, and kit builders.
- Tested, helped implement and trained clients to use different content management systems, including WordPress, Expression Engine, WooCommerce, and our own proprietary CMS called CMC3.
- Helped develop processes to monitor the integrity of tens of thousands of client records, libraries of documents and transactional forms.
- Managed strategic design, development, implementation, and ongoing management of dozens of large-scale website and e-commerce projects.
- Supervised online product catalog development in MySQL database for manufacturing websites with ecommerce functionality.
- Served as a single point of contact and liaison among staff, clients and vendors, to meet project goals and objectives, on deadline and within budget.

EDUCATION

MLS, Information & Library Science, Emporia State University

MA, Asian Studies, University of Hawai'i at Mānoa

BA, Theater, The Colorado College