

Kira M. Lillard

Federal Reserve Bank of Kansas City | Kansas City, MO | kira.lillard@kc.frb.org

Project Management

- Managed front-end and back-end developers and designers in strategic design, development, implementation, and ongoing management of dozens of large-scale website and e-commerce projects.
- Facilitated resource planning sessions, strategic planning, and ongoing site management meetings, internally with staff and externally with clients and vendors.
- Designed and produced reports, using tools such as Google Analytics and MouseFlow, to evaluate site performance and usage. Presented findings to clients on a regular basis.
- Designed and executed promotional campaigns on behalf of clients, using email, social media, and original web content to drive traffic and galvanize transactional activity.
- Created processes, trainings, and documentation for clients' use of WordPress, ExpressionEngine, WooCommerce, SurveyMonkey, and our company's proprietary CMS and web marketing platform.

Business Operations and Planning

- Lead technical, creative and administrative staff, ranging in size from 5 – 20, including interviewing, hiring, training, and evaluating performance.
- Oversaw and managed the company's budget, forecasting, analyzing expenditures, participating in financial planning.

Facility with Technology

- Developed new internal SharePointOnline sites for the Kansas City Fed's Economic Research Division, the Research Library, and Archives to improve communication and enable resource sharing.
- Developed Data Village SharePointOnline site for 2023 System-wide conference and overhauled the SharePointOnline site for the System's Disability Affinity Community.
- Helped create communication workflows and develop a Division-wide maturity assessment that aligns with data-related priorities and guidance at a Bank, District and System level.
- Researched latest technologies for SEO, metadata, and local site, faceted-search tools for implementation on clients' sites, social media, and email.
- Oversaw development of integrations with payment systems, shipping apps, CRM/email marketing tools, including third-party, cloud-based applications such as Salesforce and MailChimp.

Research Support and Promotion

- Serve as process owner for the code and data release process in the Research Division. Responsible for shepherding the public release of files, including creating documentation and communicating with researchers, vendors and the Legal department.
- Serve on the EDC's Book Club group; contribute suggestions for readings, alternative formats, and promotion. Facilitate monthly group discussions with participants from all over the Bank.
- Wrote the code and data section of the Bank's Accessibility Statement for *kansascityfed.org* to ensure the Division's compliance with WCAG 2.0.
- Proposed, developed, and facilitated a Bank-wide discussion group (in 2019) about the KCFed-published book about the history of Black-owned banks.
- Co-authored 2021 Research Working Paper, *Safeguarding Research: A Review of Economics Journals' Preservation Policies for Published Code and Data Files*. Available at <https://doi.org/10.18651/RWP2021-14>

Work Experience

Federal Reserve Bank of Kansas City

Technical Services Librarian, April 2020 - Present

Data Librarian Intern, June 2019 - April 2020

Federal Reserve Board, Division of Consumer and Community Affairs

System Leadership Exchange, Half-Time

Research Librarian, September 2021 - September 2022

Kansas City Public Library

Digital History Associate, December 2018 - June 2019

Ebeacon

Digital Content Director, 2009 - 2019

Project Manager, 1998 - 2009

Education

MLS, Information & Library Science, Emporia State University (specialized in Archives)

MA, Asian Studies, University of Hawai'i at Mānoa (emphasis in Chinese History)

BA, Theater, The Colorado College (specialized in Technical Management)