

SUZANNA CONRAD

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EDUCATION:

Master of Library and Information Science (MLIS), Data Curation Specialization, University of Illinois, Urbana-Champaign, 2011

Master of Business Administration (MBA) in International Management, East London Business School, graduated with merit, 2006

Bachelor of Arts (BA) in History, Cornell University, 2001

PROFESSIONAL EXPERIENCE:

Head of the Digital Services & Technology Department, Digital Initiatives Librarian,

California State Polytechnic University, Pomona, California

Aug 12-Present

Leadership for the planning, implementation and support of digital collections and services for the University Library.

- Continually increasing management responsibilities with a current department of 3.5 FTEs, one PT librarian, and 2-4 PT student assistants. Managed grant and student assistant budgets.
- Made improvements to existing programs such as initiating user-centered design policies for web and mobile planning, revamping digital signage program, improving tracking and statistics collection for web and digital channels, etc. Designed and managed surveys, usability, and focus group testing sessions to ascertain users' needs and as a basis for making improvements to user interfaces.
- Successfully launched the campus institutional repository as the branded portal "Bronco Scholar" with a focus on student research. Repository launched in collaboration with campus entities including the Office of Undergraduate Research. Launched additional services such as an Open Conference System to support student research conference submissions.
- Increased and improved collaborative efforts with campus IT by serving on appropriate committees and developing strategic partnerships with specific departments.
- Identified local, state and national technology grant opportunities and authored funded grant applications, where applicable in partnership with other departments on campus.

Taxonomy and Search Specialist (Contract), Guitar Center, Westlake Village, California

Mar 12-Jul 12

Overhaul of taxonomy and search functions for the Guitar Center homepage as well as five other website properties including sites such as Musiciansfriend.com, Music123.com and wwbw.com.

- Reclassification of product items in the Guitar Center and Musician's Friend Heiler catalog, which were listed under multiple breadcrumbs, in order to optimize search engine results.
- Improvement of site search engine functions to redirect to relevant product results using ATG and Endeca.
- Statistical analysis of effects of taxonomy and search campaigns.
- Increased revenue from improved internal search engine results by \$40,000 monthly after one month.

Associate Librarian for Document Management (Temp), City of Sierra Madre, California

Dec 11-Mar 12

Designed best practice and implementation workflows for a citywide content management system to be used by city employees and the general public.

- Design and implementation support for a customized city documents database from Tyler Technologies including determination of document types, key indexing fields and user interface specifications.
- Development of a concise training plan for city adoption of the new content management system including generation of manuals and documentation for training sessions.

Director of Content, Mobile-XL Inc., Los Angeles, California

Jul 08-Nov 10

Oversaw the licensing of mobile content for the XLBrowser™, a java based SMS application used for requesting content and services via mobile phone. Thorough review of all technical capabilities of potential partners including their ability to deliver feeds in the appropriate formats (i.e. XML, HTTP APIs, formatted Excel sheets, FTP uploads, etc.). Designed user interfaces in wireframes to guide developers in implementing new content.

- Directly managed 1 FTE; collaboratively managed 3 FTEs, who were working in target countries.
- Established key relations with branded content providers and local content providers, which in turn attracted investors and potential sales partners.
- Key licenses acquired included Facebook, AFP, Associated Press, Weatherbug, MySpace, Microsoft Live Hotmail and Ultralingua.

Manager, Business Development, GlobalStep LLC, Los Angeles, California

Aug 09-Apr 10

Acquired key accounts for outsourced video game testing during the entire sales cycle from initial customer contact to closing deals. Managed existing and new client relationships to ensure full customer service throughout the entire relationship.

- Formulation of a detailed marketing plan including relaunch and rebranding of the website, creation of new marketing materials, development of a brand positioning strategy through careful competitive analysis.
- Increased annual company revenue by \$2 million in the first 6 months of employment.

Product Manager, Mobile Media, RTL interactive GmbH, Cologne, Germany

Sep 07-May 08

Managed the mobile content portfolio for RTL TV broadcasting, which was promoted on air, in teletext, online, via WAP and through external sales channels. Evaluated content provider pitches for game and personalization content and remained involved during the entire product cycle including licensing of brands, development processes, integration of the content and release in the market.

- Maintained contact with major developers in the mobile space including Gameloft, Glu and EA Mobile.
- Established media co-operations with key partners and developers, increasing the overall revenue of the department.
- Managed interns and part-time workers in the mobile media unit.

Head of Sales, EMEA, Advanced Mobile Solutions, Cologne, Germany

Apr 06-Aug 07

Established a German subsidiary of the English company AMS to service European customers and develop existing and new sales channels. Partner management of customers including wireless carriers and mobile platform providers in Europe, Africa, India, Australia and the U.S.

- Increased company's net worth by establishing and maintaining an additional profit center.
- Acquired several large key accounts including Orange Spain, T-Mobile USA, Vodafone Netherlands and 3 (Hutchinson) Australia.

Marketing Manager, English Markets wap3 Technologies GmbH, Cologne, Germany *Aug 04-Mar 06*
Sales and partner management for mobile java games, videos, wallpapers, chat and mobile services for contacts in the U.K., U.S., Canada, South Africa, Australia and New Zealand including major wireless carriers and mobile platform providers.

- Secured two global contracts for games distribution with major wireless carrier groups 3 (Hutchinson) and Orange, thereby increasing net company worth.
- 25,000€ (\$32,000+) in monthly sales from acquired customers.

INTERNSHIPS:

Data Curation Online Intern, Purdue University Libraries, West Lafayette, Indiana *Aug 11-Aug 12*
Sponsored by an IMLS funded grant project to design a framework for a data curation workshop. Migrated content to an online environment while considering interactive and Web 2.0 technologies.

- Recommended an asynchronous learning approach for the DCP Toolkit online workshop after conducting an exhaustive literature review and environmental scan of topics and implementations relevant to moving a workshop online including social and Web 2.0 interactivity, online learning and assessment metrics.
- Development of storyboards, scripts and mock-ups for the online version of the workshop.
- Migration of content to a format acceptable for online use. Implementation in Drupal using HTML, CSS and JavaScript elements.

Digital Projects Intern, Monterey Park Bruggemeyer Library, Monterey Park, California *Oct 10-Aug 11*
Created, uploaded and maintained digital collections for two grant projects including the California of the Past Digital Storytelling Project and the Local History Digital Resources Project (LHDRP).

- Catalogued, created Dublin Core metadata and uploaded content for the Local History Digital Resources Project including photographs and text documents relating to the history of Monterey Park using CONTENTdm. Management of the collection in the Online Archive of California using voroEAD.
- Recorded, edited and published digital stories from local Monterey Park participants using standard film equipment for recording, iMovie and Final Cut Pro for editing and Quicktime/Blip.tv to publish content.
- Completed a systems analysis project to implement RFID and an automated materials handling system that would both be interoperable with the existing Millennium ILS.

Intern, Library of Congress, Washington, D.C. *Mar 2011*
As part of University of Illinois, Urbana-Champaign's Alternative Spring Break Program, completed a one-week internship at the Library of Congress in the Digital Reference Department.

- Searched online Library of Congress holdings for relevant digital documents as well as external sites with relevant text, images or other multimedia. Consulted physical Library of Congress holdings.
- Authored a web guide referring to relevant digital and physical holdings.

FUNDED GRANTS:

- Building Institutional Capacity to Retain, Graduate, and Propel Students in STEM. Co-Principal Investigator. (Total awarded grant: \$2 million). Funding provided for repository requirements and staffing. 2014-2019.
- STEP (Science, Technology, Engineering, and Mathematics Talent Expansion Program) Project. STEP Program Team (not Co-PI). Approx. \$20,000 in funding provided from the existing NSF grant to build a sustainable repository to house faculty learning objects and student research. 2013-2015.

- Teacher-Scholar Support Program awardee. Awarded 6 WTUs to conduct research activities. 2014-2015.
- Prison Librarianship: The Neglected Patron. Principal Investigator. (\$870 in direct costs). *Faculty Professional Development Mini-Grant Program*. 2014.
- Effectiveness of Resource Discovery on Library Mobile Sites. Principal Investigator. (\$7,155 in direct and indirect costs). *President's Research, Scholarship, and Creative Activities*. 2012-2013.

HONORS & AWARDS:

- Highly Commended Paper winner for 2014 for "Documenting Local History: A Case Study in Digital Storytelling"
- Midwest Archives Conference (MAC) New Author Award for "Analog the Sequel: An Analysis of Current Film Archiving Practice and Hesitance to Embrace Digital Preservation," 2013
- Visionary Integration Professionals (VIP) Women in Technology Scholarship (WITS), 2011
- Congress-Bundestag Program for Young Professionals, scholarship to study/work in Germany, 2003-2004

LEADERSHIP & SERVICE:

Professional

- Executive Board, Association of College and Research Libraries (ACRL) Digital Curation Interest Group, 2013-2016
- Chair, Technology Interest Group, California Library Association, 2011-2013

University

- CSU System-Wide Technology Initiatives Management (STIM) Institutional Repository Subcommittee, 2012-2013
- CSU Campus Communicator/Champion for the Unified Library Management System RFP. 2013-2014
- Undergraduate Research Faculty Advisory Council (URFAC), 2012-Present
- Special Projects to Improve the Classroom Experience (ICE) Committee, 2013-Present
- Web Technologies Committee, 2014-Present
- Honorary Doctorate Committee, 2012
- Current chair of the Library Web Team and the Library Outreach Committee

SELECTED PUBLICATIONS:

Conrad, S. (2015). Tracking DSpace statistics in Google Analytics using Google Tag Manager. *Code4Lib Journal*, 27. <http://journal.code4lib.org/articles/10311>

Conrad, S. & Shen, J. (2014). Designing a user-centric web site for handheld devices: incorporating data-driven decision-making techniques with surveys and usability testing. *Journal of Web Librarianship*, 8(4), 349-383. doi: 10.1080/19322909.2014.969796

Conrad, S. (2013). Documenting local history: a case study in digital storytelling. *Library Review*, 62(8/9), 459-471. <http://dx.doi.org/10.1108/LR-02-2013-0013>

Conrad, S. (2012). Analog, the sequel: an analysis of current film archiving practice and hesitance to embrace digital preservation. *Archival Issues: The Journal of the Midwest Archives Conference*, 34(1), 27-43.

Conrad, S. (2012). Collection development and circulation policies in prison libraries: a survey of librarians in U.S. correctional institutions. *The Library Quarterly*, 82(4), 407-427. doi: 10.1086/667435

SELECTED PRESENTATIONS:

Shorish, Y., Whitmire, A., Hswe, P., Conrad, S. (2015, March). *Getting down to brass tacks: practical approaches for developing data management services*. Preconference presented at the biennial meeting of the Association of College and Research Libraries (ACRL), Portland, OR.

Brandon, J., Conrad, S., Schwartz, M. (2014, October). *UX design tips & tricks InfoBlitz*. Session presented at the annual Internet Librarian Conference, Monterey, CA.

Conrad, S. (2014, August). *Tracking DSpace statistics in Google Analytics using Google Tag Manager*. Session presented at Code4Lib SoCal regional meeting, Los Angeles, CA.

Conrad, S. (2014, June). *An online hub for undergraduate research: leveraging an institutional repository to engage students and disseminate research*. Poster presented at the biennial Council for Undergraduate Research (CUR), Washington, D.C.

Conrad, S. & Shen, J. (2013, November). *Effectiveness of library resource discovery on tablets & mobile devices*. Session presented at the Library Information Technology Association (LITA) Annual Forum, Louisville, KY.

Conrad, S. & Lee, Y. (2013, October). *Digital signage: bridging the divide*. Session presented at the annual Internet Librarian Conference, Monterey, CA.

Conrad, S., Lee, Y., Mitchell, C.A., Reeve, M., & Kemp, R. (2013, March). *Reality Check: Making the Transition from Student to Professional*. Panel presented at the California Library Association Spring Fling event sponsored by the Technology and Student Interest Groups, Pomona, CA.

Conrad, S. & Bjorling, A. (2012, October). *Campaigning for a Library Job: Maximizing Professional Development Opportunities to Differentiate Yourself from Other Applicants*. Session presented at the annual Library 2.012 Conference, Online.

Conrad, S. (2011, April). *Stuck in analog: an analysis of current film archiving practice and hesitance to embrace digital curation*. Paper presented at the Midwest Archives Conference, St. Paul, MN.

Conrad, S. (2011, September). *Fostering community building through digital storytelling*. Paper presented at the annual Rice Graduate Symposium, Houston, TX.

SKILLS:

OS: Microsoft Windows XP/Vista/7/8, Macintosh OS X ♦ Microsoft Office 2013 ♦ Web Technologies: WordPress, Drupal, Cascade CMS, HTML, CSS, jQuery and JavaScript ♦ Digital library systems: DSpace, CONTENTdm, Greenstone ♦ Programming: Python (basic) ♦ Video Editing: Final Cut Pro, Adobe Premiere ♦ Enterprise Search Applications: ATG, Endeca ♦ Metadata schemata: Dublin Core ♦ Web Analytics: Adobe Omniture, Google Analytics, Google Tag Manager

LANGUAGE SKILLS:

Native English speaker ♦ Fluent German