

AINSLEY SHIRD

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OBJECTIVE

I bring a unique blend of analytical skills and a passion for sports. I am eager to contribute my data-driven insights to enhance organizational efficiency in the sports industry, whether through event management, facility operations, marketing, or strategic decision-making.

EDUCATION

The University of Iowa

Iowa City, IA | May 2024

- B.B.A. Business Analytics and Information Systems
- B.S. Sport and Recreation Management
- Event Management Certificate
- 3.51/4.0 GPA

EXPERIENCE

Premium & Event Services Coordinator

Department of Intercollegiate Athletics at The University of Iowa | Iowa City, IA | June 2024 – Present

- **Event Management:** Manage premium event spaces at Kinnick Stadium, Carver-Hawkeye Arena, and Beckwith Boathouse, overseeing event setup, contracts, billing, and logistics for high-profile events.
- **University Collaboration & Support:** Collaborate with University departments to ensure seamless execution of banquets, meetings, and athletic events, while providing on-site support and troubleshooting any issues that arise.
- **Process Improvement & Efficiency:** Developed a comprehensive guidebook and streamlined communication systems, improving event management efficiency and standardizing processes across venues.

Lead Desk Clerk

Division of Student Life at The University of Iowa | Iowa City, IA | August 2022 – June 2024

- **Team Management:** I effectively manage a close-knit team of 12-15 desk clerks and oversee administrative duties such as key audits, desk email, StarRez, mail, and packages.
- **Training and Coverage:** I actively participated in at least 10 interviews, trained over 30 new desk clerks and resident assistants. I also schedule staff and ensure efficient desk coverage during operating hours.
- **Move-In Coordination:** I facilitated smooth move-ins for approximately 600 residents each academic year.

Event Intern

Contemporary Services Corporation (CSC) | Iowa City, IA | July 2023 – May 2024

- **Exceptional Fan Experience:** I consistently deliver exceptional service before, during, and after games, ensuring a positive experience for fans.
- **Security Credentials:** I held a security guard license and completed the “Trained Crowd Manager” course through IAVM.
- **Event Supervision:** I supervise 10-12 staff for University of Iowa Athletics events, including Football, Volleyball, Basketball, Wrestling, and Baseball. Additionally, I manage events at Xstream Arena, such as concerts and Iowa Heartlanders Hockey.

Race Control Intern

Tri-State Raceway | Earlville, IA | May 2022 – October 2022

- **Database Management:** I utilized the Compulink StarTrak database system to manage racer files, tech cards, class ladders, and qualifying results.
- **Event Execution:** I contributed to the smooth execution of the NHRA National Open, handling approximately 300 cars each day.
- **Logistics Expertise:** Successfully managed logistics for large-scale racing events, including Triple 777 Bracket Racing with up to 340 cars per day.

ACTIVITIES

BAIS Student Ambassador | Outreach Manager

The University of Iowa: Tippie College of Business | Iowa City, IA | October 2022 – May 2024

- **Founding Member:** As one of five students selected from a competitive pool of BAIS majors (Business Analytics & Information Systems), I assisted with the establishment of a new student ambassador program for the Tippie College of Business.
- **Strategic Coordination:** I coordinate impactful campaigns, events, and social media outreach, resulting in heightened awareness and increased recruitment for the major.
- **Diversity Advocacy:** Additionally, I actively educate advisors and admissions about the BAIS program, as well as develop outreach strategies targeted for freshmen, sophomores, and underrepresented groups, including females and minorities.

Green Bandana Project | Founder & President

University of Iowa | Iowa City, IA | April 2022 – May 2024

- **Leadership:** I initiated and currently lead the Green Bandana Project at The University of Iowa. Our mission is to spread mental health awareness on Iowa's campus and educate students about available resources.
- **Strategic Management and Partnerships:** In this role, I manage day-to-day operations, collaborate closely with the executive board, and foster valuable partnerships within The University of Iowa as well as external organizations in the local and state-wide community.

STUDY ABROAD

Council on International Educational Exchange (CIEE)

Winter Study Abroad Program (December 2023 to January 2024)

- International Business in London, Data Analytics (Business Analytics & Information Systems Capstone)

CIMBA Italy Program

Summer Study Abroad Program (May 2023 to June 2023)

- Introductory Financial Management
- Topics in Event Management (Experiential Marketing)

CERTIFICATES

- **Formula Careers:** The Guide to Careers in Motorsport & Your Guide to Getting Experience in Motorsport
- **MIA School of Race Engineering:** Online Module – Race Strategy
- **RACE (Rapid Axle Concept Evolution) MBS Software:** Automotive/Motorsport Suspension and Chassis Systems – Design and Engineering Fundamentals
- **The Ultimate Toolkit:** B2B Ticket Sales Superstar - Sports Management

AWARDS & HONORS

- **Tippie Top 21** (May 2024)
- **University of Iowa Mental Health Champion** (April 2024)
- **Dean's List** (May 2021, May 2022, August 2023, December 2023)
- **National Society of Leadership and Success** (March 2022)