

AINSLEY SHIRD

ainsleyshird@gmail.com | (563) 552-9024 | www.linkedin.com/in/ainsleyshird

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, marketing, or strategic decision-making. **Seeking a position in event management, sports marketing, or facility operations.**

EDUCATION

THE UNIVERSITY OF IOWA CITY

Iowa City, IA (May 2024)

- B.B.A. Business Analytics and Information Systems
- B.S. Sport and Recreation Management
- Event Management Certificate
- 3.52/4.0 GPA

EXPERIENCE

CONTEMPORARY SERVICES CORPORATION (CSC) EVENT INTERN

Iowa City, IA (July 2023 to Present)

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

UNIVERSITY OF IOWA LEAD DESK CLERK

Iowa City, IA (August 2022 to Present)

- **Team Management:** I effectively manage a team of 12-15 desk clerks, overseeing key audits, desk email, StarRez, mail, and packages.
- **Training and Coverage:** I actively participated in 10 interviews, trained 20 new desk clerks, and ensured efficient desk coverage 24/7.
- **Move-In Coordination:** I facilitate smooth move-ins for approximately 600 residents each academic year.

TRI-STATE RACEWAY RACE CONTROL INTERN

Earlville, IA (May 2022 to October 2023)

- **Database Management:** I oversaw the Compulink StarTrak database, managing racer files, tech cards, 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 managing logistics for large-scale racing events, including Triple 777 Bracket Racing with up to 340 cars per day.

ACTIVITIES

TIPPE COLLEGE OF BUSINESS BAIS STUDENT AMBASSADOR | OUTREACH MANAGER

Iowa City, IA (October 2022 to Present)

- **Student Ambassador Program Pioneer:** As one of five students selected from a competitive pool of BAIS majors (Business Analytics & Information Systems), I spearheaded the establishment of a new student ambassador program for the Tippie College of Business.
- **Strategic Coordination:** I coordinated impactful campaigns, events, and social media outreach, resulting in heightened awareness and increased recruitment for the major.
- **Diversity Advocacy:** Additionally, I actively educated advisors and admissions about the BAIS program, enhancing understanding and outreach strategies specifically for freshmen, sophomores, and underrepresented groups, including females and minorities.

GREEN BANDANA PROJECT | FOUNDER & PRESIDENT

Iowa City, IA (April 2022 to Present)

- **Green Bandana Project Leadership:** I initiated and currently lead the Green Bandana Project at The University of Iowa. Our mission is to eliminate the stigma surrounding mental health on 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 with external organizations within The University of Iowa community as well as at the local and state-wide levels.

STUDY ABROAD

CIEE COUNCIL ON INTERNATIONAL EDUCATIONAL EXCHANGE

Winter Study Abroad Program (December 2023 to January 2024)

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

CIMBA ITALY PROGRAM

Summer Study Abroad Program (May 2023 to June 2023)

- **Introductory Financial Management:** Successfully completed the course in introductory financial management.
- **Topics in Event Management (Experiential Marketing):** Attained certification in the specialized area of event management, focusing on experiential marketing.

CERTIFICATES

- **Formula Careers:** The Guide to Careers in Motorsport & Your Guide to Getting Experience in Motorsport.
- **MIA School of Race Engineering:** 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

TECHNICAL SKILLS

- **Methodologies:** Regression, Time Series.
- **Tools:** Excel, Microsoft Office, Oracle APEX, Python, R Programming, SQL.

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)