

AINSLEY SHIRD

ainsleyshird@gmail.com | +1 (563) 552-9024 | linkedin.com/in/ainsleyshird | ainsleyshird.com

EXPERIENCE

Venue & Events Manager

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

- Grew revenue ~77% from \$65k to \$115k by increasing rental volume from 36 to 64 between FY 2024 and FY 2025.
- Managed 1,050+ internal athletics events and 60+ external events across 6 facilities and 15 venue spaces.
- Oversaw contracts, billing, logistics, and on-site execution for all rentals, including high-profile events.
- Created a standardized supervisor guidebook and optimized staff communications to streamline event operations.
- Launched and manage department Instagram and Facebook pages for venue promotion and client engagement.

Lead Desk Clerk

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

- Led team of 12-15 desk clerks and oversaw scheduling, package/mail management, and StarRez database.
- Trained 30+ new hires and coordinated move-ins for ~600 residents annually.

Event Intern

Contemporary Services Corporation (CSC) | July 2023 – May 2024

- Supervised 10-12 staff during Iowa Athletics events including football, basketball, and wrestling.
- Supported events at Xtream Arena, including concerts and Iowa Heartlanders Hockey.
- Certified Security Guard and IAVM Trained Crowd Manager.
- Ensured fan safety and smooth operations before, during, and after events.

Race Control Intern

Tri-State Raceway | May 2022 – October 2022

- Operated Compulink StarTrak database to manage racer files, tech cards, and race results.
- Contributed to execution of large-scale NHRA events with up to 340 cars per day.
- Managed logistics and timing data for events including Triple 777 Bracket Racing and the NHRA National Open.

EDUCATION

The University of Iowa | Graduated May 2024 | GPA: 3.51/4.0

- B.B.A. Business Analytics and Information Systems
- B.S. Sport and Recreation Management
- Event Management Certificate

ACTIVITIES

BAIS Student Ambassador | Outreach Manager

Tippie College of Business at The University of Iowa | October 2022 – May 2024

- One of five founding members selected to promote the Business Analytics & Information Systems (BAIS) major.
- Coordinated marketing and outreach efforts targeting underrepresented groups and prospective students.

Green Bandana Project | Founder & President

University of Iowa | April 2022 – May 2024

- Launched mental health advocacy organization on campus; built cross-campus and community partnerships.
- Led operations, programming, and outreach to educate students and promote campus resources.

STUDY ABROAD

Council on International Educational Exchange (CIEE)

Winter Study Abroad Program | December 2023 – January 2024

- International Business in London, Data Analytics

CIMBA Italy Program

Summer Study Abroad Program | May 2023 – 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:** Race Strategy
- **RACE Software:** 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](#))

REFERENCES

- **Michael Patterson:** Associate Director, Facilities & Event Operations | **Office:** 319-335-9276
- **Tracy Hufford:** Associate Professor of Instruction, Event Management | **Office:** 319-335-3482
- **Mary Michel:** Office Administrator, Housing & Dining | **Office:** 319-335-0328