

# AINSLEY SHIRD

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## EXPERIENCE

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### 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 Xstream 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

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#### 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

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### **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

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### **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

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- **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

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- 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

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- **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