

# AINSLEY SHIRD

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

## OBJECTIVE

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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 analytics, business operations, event management, facility operations, or sports marketing.**

## EDUCATION

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### 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
- 3.52/4.0 GPA

## EXPERIENCE

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### CSC EVENT INTERN

#### Contemporary Services Corporation (CSC) | Iowa City, IA | July 2023 – 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 10-12 staff for University of Iowa Athletics events, including Football, Volleyball, Basketball, Wrestling, and Baseball. Additionally, I manage events at Xtream Arena, such as concerts and Iowa Heartlanders Hockey.

### LEAD DESK CLERK

#### University of Iowa Housing and Dining | Iowa City, IA | August 2022 – Present

- **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.

### 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

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### BAIS STUDENT AMBASSADOR | OUTREACH MANAGER

University of Iowa Tippie College of Business | Iowa City, IA | October 2022 – Present

- **Student Ambassador Program Pioneer:** 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 – Present

- **Green Bandana Project 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

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### CIEE COUNCIL ON INTERNATIONAL EDUCATIONAL EXCHANGE

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

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- **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

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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)