

# Anna Kayser

Twitter: @kayserannam

LinkedIn: /anna-kayser | Portfolio: annakayser.com

## Sports PR/Communications Experience



**Jan. 2025 - Present**  
**Director of Communications**  
**Indianapolis Indians**

- Manages all organization-wide and external communications through partner agencies and media organizations.
- Serves as the organization's primary communications contact on marketing, sponsorship and charitable initiatives via press releases, media advisories and both live and pre-recorded media appearances.
- Works closely between all departments to provide relevant talking points on a variety of topics and ensure clear communication to fans, shareholders and partners.
- Manages a staff of two full-time staff members along with the continued management of one full-time intern and 18 gameday staffers across six positions.

**Nov. 2022 - Dec. 2024**  
**Communications Manager**

- Managed all baseball-specific communications, including but not limited to game notes, roster transactions, press box operations, media requests and social media strategy.
- Served as the primary liaison between the clubhouse and front office by managing all internal and external requests for player appearances; also served as the athletes' main point of contact for ticket requests, experiences around Indianapolis, accessing game content and more.
- Worked closely with Indianapolis Indians Charities and team personnel to manage the Pirates Community Commitment Program at the Triple-A level, including recruiting players for various volunteer opportunities.
- Executed multiple outreach and marketing efforts based on athletes' specific community interests, including a donation campaign to Riley Children's Hospital to support the NICU unit; used in-park and multimedia social media elements to promote the cause.
- Created an internal hub for players to access ticket and parking request forms, photos, hotel information, donation opportunities and more.

**Jan. 2020 - Nov. 2022**  
**Baseball Communications Coordinator**

- Led in the completion of all aspects of five media guides (180-plus pages) from compiling information to proofing and finalizing spreads.
- Managed all aspects of the game day operation, including but not limited to sending daily transactions and game information emails to media, updating lineups and rosters and compiling game notes.
- Coordinated media requests with players locally, nationally and internationally in-person, over Zoom or via telephone.
- Led Indians baseball communications throughout the calendar year, including press releases of Hall of Fame nominations, coaching announcements, rehab assignments, first-time callups and player awards.
- Managed the Indians in-game Twitter (X) presence with an emphasis on evergreen, multi-media content and executed multiple sponsored elements across Facebook, Twitter (X) and Instagram.
- Pitched and executed the honorary signing of an 8-year-old boy from Make-A-Wish as a member of the Indians roster, which included an invitation to take batting practice on-field, tour the home clubhouse and throw out a first pitch.

## Education



**Aug. 2016 - Dec. 2019**  
**University of Iowa**

Journalism and Mass Communication, B.A.  
Sport and Recreation Management (PR), B.S.

## Multimedia Skills

### Social Media

Twitter (X), Facebook, Instagram, Snapchat, LinkedIn, Sprout Social, Meta Creator Studio, Twitter (X) for Advertisers.

- Live coverage of various sporting events.
- Scheduling and posting stories, evergreen posts and sponsored content.

### Adobe Creative Suite

Photoshop, InDesign, Illustrator, Premiere

- Page design and game notes
- Melting highlights together, overlaying video, audio and effects.
- Social media graphics; cropping photos/video

### Microsoft

Word, Powerpoint, Excel, Outlook

### Statistics

MLB Research Portal, MLB.com, Baseball Reference

- In-depth historical research dating back to 2005

### Website Building

Forge, Wordpress, basic HTML softwares

## Writing Experience



**Jan. 2021 - Present**  
**Freelance Reporter**  
**FloWrestling, IndianaMat, IHSAA**

- Covered college and high school wrestling in Iowa and Indiana, including full coverage of three (3) state champions at the 2023 IHSAA State Finals.
- Also covered Indiana football and girls' basketball state finals for the IHSAA.



**Aug. 2017 - Dec. 2019**  
**Sports Editor/Reporter**  
**The Daily Iowan**

- Served as the lead wrestling reporter covering the Iowa Hawkeyes for the full 2018-19 season.
- Attended the NCAA D1 Wrestling Championships in March 2019 and wrote 11 full-length stories and countless briefs in three days.