

# ANNE M. TOKARSKI

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## EDUCATION

**University of Illinois at Urbana-Champaign**  
*Bachelor of Arts in Communication*

Awarded May 2023

## WORK EXPERIENCE

### Seattle Kraken

*Specialist, Social Media*

**February 2025 – Present**

*Seattle, WA*

- Created authentic and meaningful social content for the Seattle Kraken owned social channels with an emphasis on storytelling and narrative continuity to seamlessly balance the growth of brand loyalty and revenue-driving initiatives.
- Supported the rest of the social team with photography and video editing, providing live coverage of events such as practices, games, and community events.
- Contributed to daily, monthly, and season-long content calendars, balancing inter-departmental needs, news, and initiatives to best serve key stakeholders.

### Rochester Americans (AHL) and Rochester Knighthawks (NLL)

*Marketing Coordinator*

**October 2023 – February 2025**

*Rochester, NY*

- Generated unique and impactful social content for the Rochester Americans and Rochester Knighthawks, including photo-, video-, and graphic-based materials to expand the reach of both brands and grow each team's respective fanbases.
- Managed daily, monthly, and season-long content calendar, providing insights on emerging social media trends, tools, and technologies with the aim of producing relevant, engaging content in tune with digital landscape.
- Spearheaded community initiatives and involvement through a fan-centered lens, including promotional nights (such as a fan-requested White Out and the development of Sensory-Friendly Nights) and team attendance at Rochester Pride for the first time.
- Provided live coverage and aided in the execution of community and corporate initiatives for the Americans and Knighthawks, including the Wendy's Reading Power Play program (Americans) and partnerships with Three Heads Brewing (Knighthawks).

### ECAC Hockey

*Intern, Communications*

**September 2022 – July 2023**

*Remote*

- Conceptualized, planned, and implemented digital campaigns for the league website and social channels, including video, written, and social coverage for global events such as World Girls Ice Hockey Weekend and the 50<sup>th</sup> anniversary of Title IX.
- Authored clever, authentic, and engaging social copy for Facebook, Twitter, Instagram, and TikTok, focusing on showcasing and amplifying athlete personalities and capitalizing on relevant trends while also ensuring brand authenticity and consistency.
- Coordinated weekly and monthly awards campaigns and pre- and postseason awards initiatives to promote and amplify the accomplishments of member athletes and support staffs.
- Developed and implemented a comprehensive guide to improve accessible social media practices at the organization, including the use of alternative text ("alt text") and subtitles on all digital content.

### Connecticut Whale (Premier Hockey Federation)

*Social and Media Relations Assistant*

**July 2022 – May 2023**

*Remote*

- Contributed to a first-of-its-kind team media guide by writing player biographies, along with researching and compiling historical statistics, logging records, and noting historical accomplishments.
- Authored a variety of official brand communications, such as active player and alumni features and news releases on athlete achievements (including signings and national team advancements)
- Interviewed the team's athletes for written and social features, with an emphasis on digital storytelling and to illustrate the trajectory of each athlete's career on and off the ice.

### Major League Baseball

*Coordinator, Player Social (Seasonal)*

**April 2022 – November 2022**

*Remote*

- Analyzed and distributed a high volume of content in a fast-paced environment, simultaneously performing quality control checks to determine appropriate channels
- Tracked custom content performance for major baseball events across player platforms, evaluating performance metrics such as impressions, engagement rates, and qualitative sentiment assessments to determine the value of further capitalization.
- Worked in conjunction with department colleagues, players, and team and league staff to ensure adherence of custom content to team and league policies while also maintaining authenticity and consistency to players' individual brands.

**Chicago Cougars (United States Premier Hockey League)****September 2020 – April 2022***Creative Content and Media Relations Specialist**Chicago, IL*

- Authored digital, written, and live coverage of team news and events, including press releases, weekly game recaps, fact sheets, briefing materials, and team analyses, while also providing insightful and engaging updates via social media and producing on-air coverage of games and other events.
- Conceptualized, developed, and coordinated the launch of the Chicago Cougars' official TikTok account, including developing a content plan and capturing and posting content focusing on player personalities while also capitalizing on relevant digital trends.
- Developed and established the organization's commitment to accessible social media practices (as noted with ECAC Hockey).

**The Ice Garden****September 2019 – April 2022***Social Media Manager and Content Specialist**Remote*

- Authored over 100 articles covering women's hockey at the collegiate, professional, and international levels on a weekly basis.
- Interviewed high-profile and up-and-coming women's hockey players, including Erin Ambrose (PWHPA), Kiira Dosdall-Arena (NWHL/PHF), and Cayla Barnes (NCAA).
- Effectively combined quantitative statistics with qualitative observations to give comprehensive analysis of player performance, along with engaging contextualizations to tell a well-rounded story.
- Created authentic and engaging social content for platforms such as Twitter, Instagram, and TikTok, including live coverage of events (games, drafts) and tournaments

**SKILLS & INTERESTS**

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**Skills:** Strong written and verbal communication skills, great work ethic, pays fine attention to detail, capable of thinking outside the box, dedicated and organized, and a team player

**Aptitudes:** Google Suites, Microsoft Office, Adobe Creative Cloud (including Photoshop, Premiere, and InDesign), Greenfly, Asana, Wrike, SideARM, Basecamp, DASH Auctions, Monday.com, Smartsheet, AP Style Guide