

Omar Gonzalez

RECENT EXPERIENCE



Comcast NBCUniversal

Employee Communications Sr. Specialist | Nov. 2023 - current

- Developed internal communications strategies for Comcast's West Division, impacting 10,000+ employees.
- Created content for internal channels (email, intranet, Viva Engage) to drive employee engagement.
- Led a redesign of the Division's organizational announcement process, improving efficiency and clarity.
- Collaborated with senior leaders across functions to drive key initiatives and align messaging.
- Managed and optimized internal communications platforms (e.g., EmailOpen, SharePoint, Poppulo).
- Organized and executed internal events to foster employee engagement and enhance company culture.
- Provided communication support for company-wide meetings and events.



Colorado Rapids Soccer Club (MLS)

Communications Director | Sept. 2019 - Nov. 2023

- Led the development and execution of strategic communications plans, driving local & national media engagement to elevate the club's visibility and reputation.
- Authored diverse internal and external communications, including press releases, talking points, crisis statements, executive speeches, website content and event scripts.
- Cultivated and maintained strong relationships with local and national media outlets, as well as broadcast partners, enhancing media coverage and visibility.
- Organized and managed media events, press conferences and other engagements.
- Acted as primary communications contact and spokesperson, managing incoming media inquiries and collaborating with players, technical staff and executives to coordinate media opportunities.
- Coordinated crisis communications in collaboration with the executive team and key stakeholders, ensuring timely and effective responses to emerging issues.
- Directed strategic communication discussions with senior leadership, offering insights and recommendations to align messaging with organizational goals.



Sacramento Republic Football Club (USL)

Communications Manager | March 2018 - Sept. 2019

- Led the communications and day-to-day media relations of Sacramento's professional soccer team.
- Managed press operations at team trainings, game day and other club events.
- Drove media coverage of the team, coordinating interviews with players, coaches & staff.
- Wrote press releases, articles, letters from executives, presentation decks, talking points and team statements.
- Managed the team's website and content management system.

LANGUAGES

English - native fluency; spoken & written
Spanish - native fluency; spoken & written

EDUCATION

University of California, Davis
B.A. Economics
Professional Writing Minor

SKILLS & KNOWLEDGE

- Strategic communications & brand positioning
- Media relations strategy
- Copywriting & copyediting; AP Style
- Content management and intranet systems
- Comms. tools: Canva, EmailOpen, Poppulo, SnapComms, Teams, Zoom Webinar, Mailchimp, Sprout Social, Office Suite
- Media tools: Meltwater, Critical Mention, TVEyes
- PM tools: SharePoint, Asana, Slack, Dropbox, Box, Basecamp