Omar Gonzalez

Communications strategist with 10+ years of experience spanning executive and internal communications, media relations and crisis management. Currently leads external and corporate communications across three professional sports properties, advising senior leaders on strategic messaging, narrative development and reputational risk. Previously supported enterprise internal communications for a division of 10,000+ employees at Comcast NBCUniversal.

RECENT EXPERIENCE

Senior Director of Communications

May 2025 - current

Orlando City Soccer Club | Orlando, FL

- Lead external and corporate communications across three professional sports properties (Orlando City SC, Orlando Pride, Orlando City B), the Orlando City youth academy and Inter.co Stadium.
- Develop strategic communications plans to strengthen organizational reputation, increase visibility and align messaging across internal stakeholders and external audiences, including employees, fans, media and sponsors.
- Advise senior leaders on messaging strategy, media engagement and sensitive organizational issues, including leadership transitions.
- Spearhead communications strategy for high-visibility situations, developing crisis communications plans in partnership with executive leadership and external PR partners.
- Prepare senior leaders, coaches and players for media appearances and public engagements.
- Write leadership and organizational communications including talking points, FAQs, statements, media advisories, press releases and other messaging materials.
- Manage the department budget and oversee communications staff, including three full-time employees and six gameday staff.
- Cultivate relationships with local, national and international media while coordinating communications opportunities across teams, league partners and internal stakeholders.
- Oversee media operations for team practices, match days and special events.
- Analyze communications performance using earned media value, share of voice and other metrics to evaluate impact and inform strategy.

Employee Communications Senior Specialist

Nov. 2023 - May 2025

Comcast NBCUniversal | Denver, CO

- Developed and executed internal communications strategies for Comcast's West Division, supporting a 10,000+ employee organization with a regional footprint spanning 11 states.
- Partnered with senior leaders across functions (e.g., HR, engineering, sales, marketing) to translate business priorities, product developments and organizational initiatives into clear, actionable communications for employees.
- Led a redesign of the Division's organizational announcement process and communications cadences, improving the clarity, consistency and efficiency of leadership messaging; this model was later adopted by other divisions.
- Developed communications for email, intranet and Viva Engage to support employee engagement.
- Provided communications support for town hall meetings, events and major organizational initiatives.
- Managed and optimized internal communications platforms, including EmailOpen, SharePoint and Poppulo.
- Planned and executed internal events and employee engagement initiatives designed to strengthen organizational culture and connection.

Communications Director

Sept. 2019 - Nov. 2023

Colorado Rapids Soccer Club | Denver, CO

- Led strategic communications and media relations, developing programs that increased local and national engagement and strengthened organizational visibility and reputation.
- Served as a trusted communications advisor to senior leadership, providing strategic recommendations to align organizational messaging with business and reputational priorities.
- Advised senior executives through high-stakes communications situations, including leadership changes and major player announcements.
- Prepared senior executives for press conferences by developing messaging, anticipating media questions and coaching leaders on effective responses.
- Developed executive communications including speeches, talking points, public letters and organizational statements.
- Led crisis communications in collaboration with the executive team and key stakeholders, ensuring timely, coordinated and effective responses to emerging issues.
- Served as a primary communications contact and spokesperson, managing media inquiries and coordinating opportunities involving executives, players and technical staff.
- Developed and maintained relationships with local and national media outlets and broadcast partners.
- Organized and managed press conferences, media events and other high-visibility organizational engagements.

Additional Communications & PR Experience

2012 - 2018

- **Communications Manager**, Sacramento Republic Football Club — *March 2018 - Sept. 2019*
- **Digital Strategist**, Insight Public Relations — *June 2016 - Feb. 2018*
- **Media Relations Assistant**, San Jose Earthquakes — *Jan. 2017 - Aug. 2017*
- **Account Executive**, Insight Public Relations — *March 2015 - May 2016*
- **Account Coordinator**, Insight Public Relations — *March 2014 - March 2015*
- **Public Affairs Intern**, National Portrait Gallery - Smithsonian Institution — *Sept. 2013 - Dec. 2013*
- **Technical Writer & Editor**, University of California, Davis — *Aug. 2012 - Aug. 2013*

KNOWLEDGE & SKILLS

- **Communications:** Executive Communications • Internal Communications • Crisis & Issues Management • Media Relations • Strategic Communications • Organizational Change • Employee Engagement • Communications Measurement • Copywriting & Editing • AP Style
- **Platforms & Tools:** Microsoft 365 • SharePoint • Teams • Copilot • ChatGPT • Poppulo • EmailOpen • Cision • Meltwater • Canva • Asana • Basecamp

---

LANGUAGES

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

EDUCATION

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