

Omar Gonzalez

RECENT EXPERIENCE



Orlando City Soccer Club (MLS) & Orlando Pride (NWSL)

Sr. Communications Director | *May 2025 - current*

- Lead all public and media relations efforts for three professional teams (Orlando City, Orlando Pride, Orlando City B), the Orlando City Academy and Inter&Co Stadium.
- Develop and execute comprehensive strategic communications plans to enhance Club reputation and generate consistent earned media coverage.
- Oversee communications department staff and budget.
- Write press releases, media advisories, talking points, FAQs and other copy as needed.
- Generate media performance reports, including earned media value and share of voice.
- Cultivate and maintain strong relationships with local, national and international media, as well as internal stakeholders and soccer operations staff.
- Oversee all media operations at team trainings, match days and Club events.
- Coordinate and facilitate media interviews, league requests and press opportunities across all teams.
- Design and implement strategic crisis communications plans with external PR partners.
- Provide media training and public speaking guidance to players, coaches and staff.



Comcast NBCUniversal

Employee Communications Sr. Specialist | *Nov. 2023 - May 2025*

- 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: Cision, Meltwater, Critical Mention, TVEyes
- PM tools: SharePoint, Asana, Slack, Dropbox, Box, Basecamp