

Omar Gonzalez

Communications professional with 12+ years of experience across executive, internal, media and crisis communications. Currently Senior Director of Communications for three professional sports properties, advising senior leaders on complex issues, high-visibility moments and strategic communications. Previously supported enterprise internal communications for a 10,000+ employee division at Comcast NBCUniversal.

RECENT EXPERIENCE

Senior Director of Communications

May 2025 - current

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

- Lead strategic public and media relations efforts for three professional sports properties (Orlando City SC, Orlando Pride, Orlando City B), the Orlando City Academy and Inter.co Stadium, managing communications strategy across multiple brands, audiences and stakeholder groups.
- Advise executives, soccer operations leadership, coaches and players on communications strategy, messaging, media engagement and high-profile organizational issues.
- Develop comprehensive strategic communications plans that strengthen organizational reputation, increase visibility and align messaging across internal stakeholders and external audiences.
- Lead communications strategy for high-stakes and sensitive situations, developing crisis communications plans in partnership with executive leadership and external PR partners.
- Prepare senior leaders, coaches and players for high-profile media appearances and public engagements through messaging development, interview development and media training.
- Manage communications staff and department budget.
- Cultivate relationships with local, national and international media while coordinating communications opportunities across teams, league partners and internal stakeholders.
- Oversee media operations for team trainings, match days, events and other high-visibility moments.
- Develop leadership and organizational communications including talking points, FAQs, statements, media advisories and other messaging materials.
- 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

- Developed and executed internal communications strategies for Comcast's West Division, supporting a 10,000+ employee organization across a portfolio of telecommunications, technology and media products including Xfinity, Xfinity Mobile and Comcast Business.
- Partnered with senior leaders across functions to translate business priorities, product developments and organizational initiatives into clear, actionable communications for employees.
- Served as a communications partner within a complex technology organization, working across functions and subject areas to make business and operational information accessible to diverse employee audiences.
- Led a redesign of the Division's organizational announcement process, improving the clarity, consistency and efficiency of leadership communications.
- Developed communications for email, intranet and Viva Engage to support employee engagement, organizational alignment and understanding of business priorities.
- Provided communications support for senior-leader meetings, events and major organizational initiatives.
- Managed and optimized internal communications platforms including EmailOpen, SharePoint and Poppulo, using channel capabilities and performance data to improve communications effectiveness.

- 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 (Major League Soccer)

- 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 consequential press conferences by developing messaging, anticipating media questions and coaching leaders on effective responses.
- Developed executive communications including speeches, talking points, letters and organizational statements for senior leaders and organizational stakeholders.
- 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-profile organizational engagements.

Additional Communications & PR Experience

2012 - 2018

- **Communications Manager**, Sacramento Republic Football Club *March 2018 - Sept. 2019*
- **Digital Strategist & Product Development**, Insight Public Relations *Sept. 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
 - **Platforms & Tools:** Microsoft 365 • SharePoint • Teams • Copilot • ChatGPT • Poppulo • EmailOpen • Cision • Meltwater • Sprout Social • Asana
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LANGUAGES

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

EDUCATION

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