

PATTI GOMEZ BAKER

Patti's communications career has covered a broad spectrum: she has worked in the entertainment, hospitality, food & beverage, insurance, finance, and real estate sectors — all in public-facing roles. She has also performed in a nonprofit environment and in an agency setting, where she represented clients across a wide array of industries from fashion to biotech. Patti holds her bachelor's degree from Middlebury College and is currently pursuing a master's degree in management from the Gies College of Business at the University of Illinois.

ENTERTAINMENT

While working in the entertainment industry, Patti served as an assistant publicist to **Daniel Radcliffe** (*Harry Potter*), **Dallas Roberts** (*The Walking Dead*), **Cory Michael Smith** (*Gotham*), **Andy Mientus** (*Smash*), **Freddie Highmore** (*Bates Motel*) and **Matt McGorry** (*Orange is the New Black*).

At Warner Bros. Picture Publicity, Patti helped manage press screenings and film premieres, most notably: ***Inception***, ***The Hobbit***, ***The Dark Knight Rises***, ***The Great Gatsby*** and ***Man of Steel***.

She has also worked alongside the Whistler Film Festival, the Sundance Film Festival, the Tribeca Film Festival, the Toronto International Film Festival, the GRAMMY Awards, the Academy Awards and the Tony Awards.

HOSPITALITY + FOOD & BEVERAGE

Patti spearheaded all marketing, advertising, public relations and internal communication efforts for hospitality, food and beverage, and luxury real estate assets owned by Gold Key | PHR, including:

- **Hotels:** The Historic Cavalier Hotel & Beach Club (a *Marriott Autograph Collection* property) and The Marriott Virginia Beach Oceanfront Resort.
- **Restaurants:** Becca Restaurant & Garden, The Hunt Room, The Raleigh Room, The Beach Club Grill, Tulu Seaside Bar & Grill and Orion's Roof.
- **Real Estate:** The Cavalier Residences and 42 Ocean.

INSURANCE & FINANCE

In her current role, Patti manages marketing at The Fortegra Group — a global, multibillion-dollar finance and specialty insurance company headquartered in Jacksonville, Florida.

She previously worked at M&D Financial in New York.

CONTRACTING

As a marketing contractor, Patti has worked with an assortment of clients, including: the United States Navy, Navy Office of Community Outreach, and the national fraternity of Kappa Delta Rho, among others.