



CITY OF CHICAGO • OFFICE OF THE MAYOR



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MAYOR LIGHTFOOT ANNOUNCES DIGITAL STAFF PROMOTIONS

CHICAGO — Mayor Lori E. Lightfoot today announced Josué Ortiz will serve as Director of Digital Strategy, and Dora Meza will serve as Deputy Director of Digital Strategy. Ortiz is a talented marketing and digital strategist specializing in capturing stories through impactful video and photography production. Meza is a skilled writer and content creator focused on driving an effective digital narrative across social media platforms.

"I am proud to welcome Josué and Dora into their new roles and look forward to my continued work with them," said Mayor Lightfoot. "They both have demonstrated their commitment to our city and their talent for digital strategy and content creation. I'm confident that they will find creative and engaging ways to connect with our residents and ensure our city is informed."

As Director of Digital Strategy, Ortiz will lead Mayor Lightfoot's innovative digital effort, integrating the digital program with traditional communications methods and connecting Chicago's residents with information through creative and accessible digital content.

"I am extremely grateful and excited to serve as Mayor Lightfoot's Director of Digital Strategy. Chicago is my home and has always been at the center of the stories I've told," said Ortiz. "I look forward to working alongside other talented folks that are as passionate about this city as I am and share the Mayor's vision in new, innovative ways."

Ortiz and Meza joined the Lightfoot Administration in 2022 serving as Deputy Director of Digital Strategy and Social Media Strategist respectfully.

"I want to thank Mayor Lightfoot for this incredible opportunity. The digital realm not only allows for innovative ways to engage with Chicagoans and keep them informed, but also allows for the opportunity to share the great work being done for residents. I am incredibly excited to take on this new role and continue to represent the city I love," said Meza.



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Prior to their career in the City, Ortiz worked at TechNexus Venture Collaborative, leading their marketing efforts. He has also worked with a number of clients as a freelance videographer, including the Chicago Blackhawks and Chicago Sky. Meza was a copywriter at Purple Group and led several social media initiatives for a variety of clients. Prior to this role, Meza was an intern at Technomic, where she researched restaurant trends and wrote articles for Restaurant Business Magazine and the Canadian Restaurant & Foodservice News magazine.

Ortiz is of Puerto Rican and Dominican descent and a Chicago native. He graduated from DePaul University, where he studied Digital Cinema, Public Relations, and Advertising. In his free time, you can find him photographing Chicago's 77 neighborhoods, hanging out in Humboldt Park, and lending his digital talents as a volunteer for Paseo Podcast — a podcast show that highlights stories of the Puerto Rican community in the Chicago Diaspora and beyond. Meza is a graduate of North Central College and has called Chicago home for five years. Dora enjoys playing the flute, biking, and traveling. She lives in Lincoln Park with her 17-year-old cat, Raven.

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