

JONATHAN A. DOBERENZ

MARKETING & OPERATIONS PROFESSIONAL | VETERAN LEADER |
DIGITAL & INNOVATION-FOCUSED

CONTACT



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jonathandoberenz.wixsite.com/
professional-portfolio



Hampton, VA

GRADUATE ACADEMIC EDUCATION

Master of Business Administration Operational Technology Management

American Military University (AMU)

Charles Town, WV

August 2026

GPA 3.94

Graduate Coursework

Artificial Intelligence Practices in
Business
Legal & Ethical Issues in
Management
Managerial Economics
Corporate Finance
Marketing Management
Strategic Management
Artificial Intelligence and Crisis
Management
Business Intelligence Analysis
Information Security Management
Strategic Internet Marketing
Capstone: E-Portfolio

PROFESSIONAL SUMMARY

Brand and marketing professional and veteran leader transitioning from nearly 20 years of U.S. Navy service, combining extensive leadership, operations, training, recruiting, and program management experience with formal education in marketing and business. Proven ability to understand audience needs, develop effective communications, lead teams, coordinate complex initiatives, improve processes, and deliver results across diverse organizations. Earned a Master of Business Administration with a concentration in Operational Technology Management from American Military University and a Bachelor of Science in Marketing Management from Park University, graduating Summa Cum Laude with a 4.00 GPA. Brings additional strengths in digital marketing, artificial intelligence, business intelligence, analytics, and emerging technology, supported by professional certifications and applied learning. Recognized throughout military service with two Navy and Marine Corps Commendation Medals and four Navy and Marine Corps Achievement Medals for superior performance and leadership.

BUSINESS & MARKETING SKILLS

Marketing Strategy / Brand Strategy / Marketing Communications /
Digital Marketing / Social Media Marketing / Marketing Research /
Consumer Behavior / Campaign Strategy / Business Communication
/ Recruiting / Sales / Customer Service / Presentations / Public
Speaking

OPERATIONS & LEADERSHIP SKILLS

Operations Management / Project Management / Program
Management / Leadership / People Management / Training &
Development / Workforce Development / Team Development /
Process Improvement / Operational Planning / Cross-Functional
Coordination / Organizational Leadership

TECHNOLOGY & ANALYTICS SKILLS

Salesforce CRM / NetSuite / CompanyCam / Microsoft 365 / Slack /
Power BI / Google Analytics / Data Analytics / Spreadsheet Analysis
/ Business Intelligence / Data Management / Adobe Photoshop /
Adobe Illustrator / Adobe InDesign / Artificial Intelligence
Applications / Cybersecurity Fundamentals / Cloud Computing
Fundamentals

DOD SKILLBRIDGE INTERNSHIP

Installation Manager Intern

August 2026 – November 2026

LeafFilter Gutter Protection | Leaf Home

Norfolk, VA

- Completing hands-on training in installation management, field operations, job scheduling, quality control, inventory management, and subcontractor coordination.
- Supporting daily workflows involving homeowners, subcontractors, installation teams, and administrative processes while gaining practical experience with Salesforce CRM, NetSuite, CompanyCam, Microsoft 365, and Slack.
- Developing civilian business operations and project coordination experience through mentorship, operational debriefs, installation planning, team coordination, and performance management.

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UNDERGRADUATE ACADEMIC EDUCATION

Bachelor of Science Marketing Management

Park University

Parkville, MO October 2024

GPA 4.00 *Summa Cum Laude*

Undergraduate Coursework

Principles of Marketing
Principles of Microeconomics
First Year Writing Seminar I: Critical
Reading, Writing and Thinking
Across Contexts
Principles of Macroeconomics
First Year Writing II: Academic
Research and Writing
Introduction to the Visual Arts
Management & Organizational
Behavior
Principles of Financial Accounting
International Business Perspectives
Principles of Managerial Accounting
Consumer Behavior
Financial Management
American National Government
History of the Earth
Business Law I
Integrative & Interdisciplinary
Learning Capstone: Serial Killers as
Heroes in Popular Culture
Business Communications
E-Marketing
Introductory Algebra
Marketing Management
Graphic Design Software
Basic Concepts of Statistics
Advanced Business Statistics
Sales Management
Marketing Research & Information
Systems
Business Policy – WI
Public Speaking

WORK EXPERIENCE

Operations Department Training Petty Officer Training & Qualifications Development (Pre-Commissioning)

2023-2026

United States Navy - USS John F. Kennedy (CVN 79)

Newport News, VA

Operations Department Training Petty Officer

- Built and managed the department's training infrastructure from the ground up, entering Personnel Qualification Standards (PQS), schools, qualifications, and training records into the Navy's Relational Administrative Data Management (RADM) system following initial implementation.
- Created and organized departmental training jackets and trained 4 divisional Training Petty Officers across OC, OI, and OM divisions to support short-range qualification and readiness programs.
- Integrated 9 PQS series into RADM, managing more than 550 PQS assignments and overseeing more than 400 completed qualifications across Damage Control, 3-M, in-port watch stations, and CIC/CDC operations.
- Managed divisional training initiatives that achieved a 95% completion rate in required firefighting and leadership development courses and contributed to a 5.0 Division in the Spotlight inspection score.

Shipping Officer

- Served as the sole Shipping Officer during USS John F. Kennedy's Builder's Trials, safely executing 2 graded Sea and Anchor details and precision anchorage evolutions during the ship's first underway operations.

Command Managed Equal Opportunity (CMEQ) Representative

- Supported annual Defense Organizational Climate Survey (DEOCS) assessments and delivered command indoctrination and departmental training on harassment prevention, policy compliance, and reporting procedures for more than 80 sailors.

Operations Department Safety Petty Officer

- Managed Navy Occupational Safety and Health (NAVOSH) responsibilities for the Operations Department, completing Safety Afloat certification and earning NEC 825A Safety Technician qualification.
- Trained 5 divisional Safety Petty Officers, maintained FLTMS training accuracy, and ensured compliance with Operational Risk Management (ORM), Drive for Life, and 8 required safety General Military Training programs.
- Conducted make-up training, supported mishap reporting and safety assessments, and improved departmental readiness through consistent safety program oversight.

Operations Department USMAP Coordinator

- Assisted 10 sailors across 6 occupational fields with Department of Labor apprenticeship tracking, resulting in 10 industry-recognized certifications.

Operations Intelligence (OI) & Operations and Maintenance (OM) Divisional Training Petty Officer

- Implemented divisional training programs for OI and OM divisions, enabling qualification for 25 sailors and achieving a 95% completion rate in required firefighting and leadership development courses.

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APPRENTICESHIPS

Radio Operator-Maintainer Apprenticeship

The United States Department of
Labor (06/2025)

Computer Operator Apprenticeship

The United States Department of
Labor (09/2022)

Counselor (Professional & Kindred) Apprenticeship

The United States Department of
Labor (08/2020)

CERTIFICATIONS

HubSpot Academy Digital Marketing Certification

HubSpot Academy | March 2026

Cybersecurity A.I. Bundle Logistics

University of Louisville | October
2025

Basic Inter-Cultural Relations Training Course

February 2015

Valor Sales Training

August 2012

Achieve Global Professional Selling Skills

December 2011

WORK EXPERIENCE

Operations Department Leading Petty Officer Pre-Commissioning & Department Stand-Up

2021-2023

United States Navy - USS John F. Kennedy (CVN 79)

Newport News, VA

Operations Department Leading Petty Officer

- Led a group of 20 sailors across six different rates in USS John F. Kennedy's Pre-Commissioning startup of the Operations Department. Coordinated early task execution to establish functional departmental operations.

Operations Intelligence Leading Petty Officer

(USS George Washington – Temporary Assignment)

- Led and trained the Operations Intelligence division of 63 sailors during the Ship's Self-Defense System (SSDS) light-off. Oversaw the completion of 38 Combat Direction Center watch station qualifications ahead of the ship's basic phase.

Transportation Department Supervisor

- Supervised 16 sailors supporting transportation operations across six Hampton Roads locations, maintaining five 15-passenger vans and coordinating more than 1,300 personnel movements to ensure timely and reliable command transportation support.

Repair Parts Petty Officer

- Ordered and tracked 190 consumables through 4 requisitions, totaling more than \$2,200, supporting operational readiness during early department setup.

Command Diversity Committee Member

- Assisted with the set-up and presentation of multiple events and single-handedly established the committee's hub for communication.

General Officer Program Manager

2017-2021

United States Navy - Navy Recruiting Command HQ

Millington, TN

General Officer Program Manager

- Independently managed 12 of 20 officer accession programs, overseeing applicant processing, program requirements, and coordination across recruiting personnel, program managers, and officer community stakeholders.
- Processed and tracked more than 3,700 officer candidate application packages, contributing to the successful accession of 1,865 selectees into Officer Candidate School and earning a Navy Commendation Medal for performance.
- Earned Bravo Zulu recognition from Rear Admiral Carlos Velez for exceptional customer service, program coordination, and support to recruiters, fellow program managers, and Officer Community Managers.

N3 Department Career Counselor

- Provided career guidance, reenlistment counseling, advancement planning, and mentorship to support departmental retention and professional development goals.

First Class Petty Officer Association Command Christmas Party Lead

- Led 61 peers in planning and executing annual command Children's Christmas Parties for FY18 and FY19, increasing attendance and gift quality by 25% while remaining under budget.

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MICRO-CREDENTIALS

Microsoft Learn (2025)

Fundamental AI Concepts
Introduction to Machine Learning
Power BI: Create Interactive Reports
with Copilot
Get Started Building with Power BI
Get Started with Microsoft Data
Analytics
Fundamentals of Network Security
Cloud Security
Describe Concepts of Cryptography
Describe Cloud Computing
Describe Cloud Service Types
Microsoft Azure Fundamentals:
Describe Cloud Concepts
Securing You: Basics and Beyond

Google (2025)

Get Started Using Google Analytics

MILITARY EDUCATION

Primary Officer Professional Military Education Course

United States Naval War College
March 2025

Enlisted Joint Professional Military Education I Course

American Council on Education
(ACE)
June 2021

Primary Enlisted Professional Military Education Course

United States Naval War College
November 2020

Basic Enlisted Professional Military Education Course

United States Naval War College
August 2019

WORK EXPERIENCE

OI Division Leading Petty Officer

2015-2017

United States Navy - USS Fitzgerald (DDG 62)

Yokosuka, Japan

Operations Intelligence Division Leading Petty Officer

- Led and trained 18 sailors to a 94% score on Division In The Spotlight inspection; supported 6 advancements, 45 job-specific qualifications, 11 Navy Achievement Medals (NAMs), and 5 Enlisted Surface Warfare Specialist (ESWS) designations.

Piloting Officer

- Safely piloted 24 Sea and Anchor details without incident; briefed ship's leadership and qualified 2 new Piloting Officers.

Divisional Career Counselor

- Guided 30 Career Development Boards resulting in 6 Career Waypoint (C-WAY) approvals, 3 Overseas Tour Extension Incentive Programs (OTEIPs), and 3 re-enlistments.

Department Scheduler and Administrator

- Managed all departmental correspondence including 60 performance evaluations and 32 awards prior to ship's heavy-lift transfer.

Tactical Data Coordinator

- Oversaw tactical communications with 100% connectivity across 4,320 surface and air tracks; contributed to Ballistic Missile Defense operations and 3 multinational exercises.

Corrosion Control Assistance Team Leading Petty Officer

- Supervised 9 sailors in preserving 759 sq. ft. in six spaces, expending 355 production hours.

First Class Petty Officer Association Fundraiser Organizer

- Organized 3 fundraising events, dedicating 22 off-duty hours and raising \$1,500 for the annual Children's Holiday Party.

Recruiter

2011-2015

United States Navy - St. Louis Recruiting District

Joplin, MO

- Identified gaps in traditional Navy recruiting materials and developed audience-focused visual marketing displays highlighting career opportunities, education, shipboard life, recreation, and worldwide travel for school and recruiting-office engagements.
- Recruited, mentored, and processed 53+ contracts, averaging 1.9 per month, more than twice the national average.
- Named Nuclear Recruiter of the Year in 2013 and ranked among the Top 10 St. Louis Recruiting District recruiters in 2012 and 2013.
- Earned a Navy Commendation Medal, two Admiral's Accelerator Awards, and two District Hall of Fame inductions for superior recruiting performance.

Tactical Operations Plot Supervisor

2007-2011

United States Navy - USS John C. Stennis (CVN 74)

Bremerton, WA

Tactical Operations Plot Supervisor

- Led a team of 7 in navigating over 30 Sea and Anchor Details across 35,000nm of open ocean and congested straits during two Western Pacific Deployments.
- Managed 21 sailors across 6 Tactical Operations Plot stations; increased qualifications by 60%, improving readiness and flexibility.

Fire Watch Team Supervisor

- Supervised 66 personnel during the ship's 2010 Planned Incremental Availability (PIA).

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AWARDS

- American Military University Dean's List (07/2026)
- American Military University Dean's List (04/2026)
- Navy and Marine Corps Achievement Medal (07/2025 – 11/2025)
- American Military University Dean's List (10/2025)
- American Military University Dean's List (07/2025)
- American Military University President's List (04/2025)
- Park University Presidential Scholar (2024)
- Park University Dean's List (12/2023)
- Park University Dean's List (12/2022)
- Park University Dean's List (05/2022)
- Navy and Marine Corps Commendation Medal (11/2017 - 11/2020)
- Navy and Marine Corps Achievement Medal (02/2015 - 10/2017)
- Navy and Marine Corps Achievement Medal (01/2012 - 01/2015)
- Nuclear Recruiter of the Year (2013)
- Navy and Marine Corps Commendation Medal (10/2012 - 09/2013)
- Navy Recruiting District, St. Louis Hall of Fame (06/2013)
- Commander, Navy Recruiting Command Admiral's Accelerator Award (01/2013 - 03/2013)
- Commander, Navy Recruiting Command Admiral's Accelerator Award (10/2012 - 12/2012)
- Navy Recruiting District, St. Louis Hall of Fame (05/2012)
- Navy and Marine Corps Achievement Medal (05/2007 - 11/2011)

COMMUNITY SERVICE

- Volunteered over 3 days supporting the Chesapeake Bay Foundation's Pine Cone Harbor Living Shoreline Project in Hampton, VA, assisting with oyster reef placement, shoreline restoration, and wetland vegetation efforts alongside more than 200 volunteers and community partners (2025).
- Volunteered over 154 hours supporting Sunday Supper outreach events through Immaculate Conception Church, organizing and serving meals to individuals experiencing homelessness or food insecurity in Hampton, VA (2025–2026).
- Volunteered over 8 hours assisting Girl Scouts of the Colonial Coast with inventory organization, distribution, and vehicle loading for thousands of cookie boxes in Hampton, VA (2025–2026).
- Volunteered 3 hours supporting the City of Suffolk community clean-up initiative, assisting with public-space beautification efforts alongside local residents and city officials (2025).
- Completed 12 volunteer hours supporting Adopt-the-Spot community cleanup initiatives with the First Class Petty Officer Association, helping improve public spaces and strengthen community relations with the Navy (2021–2024).
- Raised \$3,031 in support of the Navy-Marine Corps Relief Society through command fundraising initiatives (2018).
- Volunteered 16 hours supporting four Community Relations (COMREL) outreach projects in Guam and Vietnam (2015).
- Participated in the Veterans Day Parade in Joplin, MO (2013).
- Contributed 15 volunteer hours supporting restoration and improvement efforts at Mintahama Girl Scout Camp in Joplin, MO (2013).
- Supported community service initiatives at the Missouri Veterans Home in Mt. Vernon, MO (2012).
- Assisted with the Christmas Parade in Carl Junction, MO (2012).