

# Aren Tovey

## Marketing Specialist

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## Summary

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Dynamic U.S. Navy veteran with proven experience in education, public affairs, and organizational development. Skilled in strategic communication, curriculum design, and stakeholder engagement across diverse environments. Known for adaptability, creative problem-solving, and a results-driven approach to mission execution. Committed to advancing organizational goals through proactive leadership, cross-functional collaboration, and continuous improvement. Effective at marketing support services for the U.S. Department of Defense with a proven track record in community relationship management and support. Enhances customer intimacy and team performance through effective planning, coordinating programs, marketing, and partner engagement.

## Websites, Portfolios, Profiles

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- [linkedin.com/in/arentovey](https://www.linkedin.com/in/arentovey)
- [theartofvoice.net](http://theartofvoice.net)

## Skills

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- Strategic Communication
- Leadership Coaching and Facilitation
- Public Affairs and Media Relations
- Instructional Design
- Cross-Functional Team Collaboration
- Project Management and Process Optimization
- Veteran Outreach and Community Engagement
- Curriculum Implementation and Evaluation

## Accomplishments

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- Developed a Community Outreach Program resulting in a 30% increase in community engagement through direct partner engagement, materials management, and event planning.
- Aided team members in health education initiatives by participating in regional activities such as the Fort-to-Base Run and the Ditka Dash.
- Completed 40 hours of training for Sexual Assault Victim Advocate and provided 72 hours of Sexual Assault Prevention and Response Training to 900 personnel as part of a directed, nationwide initiative to promote awareness.

## Employment History

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**Public Affairs Officer | Navy Talent Acquisition Group Great Lakes | Great Lakes, IL**

**January 2019 – June 2021**

- Built media relationships that contributed to 39,678 total Sailor accessions, exceeding Navy goals by 78% during COVID-19 constraints.
- Conducted field work at STEM school events across 4 states, producing media content and photography to support recruiter engagement and strengthen community relationships.
- Drafted regional press releases, secured 1 local news feature and 1 televised interview, and maintained contact management with media and executive stakeholders to increase Navy visibility across the Midwest.
- Coordinated 10+ outreach events with major organizations, including the Chicago White Sox, Chicago Bulls, Milwaukee Admirals, and Milwaukee Air and Water Show, cultivating executive level relationships, and reaching more than 500,000 attendees to amplify regional recruiting efforts.

**Mass Communication Specialist | United States Navy, USN | Norfolk, VA**

**March 2012 – June 2018**

- Used Microsoft Office and the Adobe Creative Suite to create, design, edit, and distribute 75 articles, 7 magazine editions, 40 graphics, and more than 200 images to internal and external stakeholders.
- Scheduled 308 radio shows, hosted 514 hours of live radio, produced 156 spots, and conducted 29 live interviews.
- Led the strategic planning and implementation of a training plan system for more than 7,000 employees resulting in 100% accountability.

**Teacher | Washington County School District | Plymouth, NC**

**January 2005 – August 2010**

- Collaborated with a school-wide scheduling team serving approximately 350 students and 30 staff members to implement a master schedule incorporating 90-minute reading and math blocks across all grade levels.
- Scheduled and coordinated Individualized Education Program (IEP) meetings for approximately 15 resource students annually, averaging 5 students per class across 3 classes per year, ensuring compliance with federal timelines and individualized support plans.
- Facilitated more than 150 parent communications annually, averaging 4 or more interactions per week across multiple families.

## Education

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**MBA**

**June 2010**

UNIVERSITY OF PHOENIX, Tempe, AZ

**Bachelor of Science in Elementary Education**

**May 2003**

INDIANA STATE UNIVERSITY, Terre Haute, IN

Minor: Language Arts

Endorsement: Junior High/Middle School

## **Certifications**

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- Navy Instructional Theory Training - 2017
- Certified Navy Military Training Instructor, Training Support Facility Great Lakes - 2017
- Intermediate Photojournalism Training - 2015
- Basic Mass Communication Specialist Training - 2012
- Certified Sexual Assault Advocate, Department of Defense - 2013

## **Recognition**

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Awarded Joint Service Achievement Medal in 2013.

Awarded Navy and Marine Corps Achievement Medal in 2016 and 2018.

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