

Jonathan Guzman

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PROFILE

MBA graduate with experience in business strategy, marketing, market research, and cross-functional projects. Skilled at translating complex information into clear communications, practical recommendations, and organized project work. Background spans medtech, corporate benefits, and veteran services.

EXPERIENCE

Clinical Product Insights

Growth & Strategy Fellow

Jun 2026 - Present

- Develop case studies, newsletters, social posts, and campaign materials for a clinical engineering consultancy.
- Translate specialized clinical and product concepts into clear messaging for founders and business audiences.
- Shape visual direction and copy across published content, website pages, and digital product experiences.
- Contribute product framing, interface design, and testing for medtech research and assessment tools.
- Use AI-assisted development and design tools to turn product concepts into working digital experiences.
- Collaborate with the founder and team to refine communications, incorporate feedback, and coordinate projects.

Roku

Compensation and Benefits Intern

Jun-Aug 2022 & 2023

- Supported open enrollment and rollout of a new employee benefit to 3,800+ employees, including employee communications and resource updates.
- Developed employee-facing guides and communications for leave of absence, offboarding, open enrollment, and benefits processes in collaboration with HR and People Operations.
- Built and maintained benefits invoice tracking tools to support vendor coordination, payment timelines, and internal operations.
- Partnered with cross-functional HR stakeholders to improve process consistency, communication, and employee-facing service delivery.

Dept. of Veterans Affairs

Veteran Benefits Liaison

Aug 2021 - May 2024

- Assisted student veterans in navigating benefits and services while providing administrative support and guidance on available programs.
- Managed appointments and organized records to support timely and efficient service delivery.
- Coordinated and promoted campus events to increase awareness and participation in veteran support services.

U.S. Air Force

Aircraft Maintenance and Equipment Support Technician

Mar 2016 - Mar 2020

- Managed accountability and tracking of equipment supporting 250+ personnel, ensuring proper documentation and availability.
- Maintained detailed inspection, troubleshooting, and safety records while following strict operating procedures.

SKILLS

Growth Strategy, Product Marketing, Go-to-Market Support, B2B Content Strategy, Lead Generation & Qualification, Market & Competitive Research, Customer Research, Content Analytics, LinkedIn Strategy, Newsletter Marketing, Copywriting, Campaign Planning, Brand Messaging, AI-Assisted Product Prototyping, CRM & Lead Tracking, Salesforce, Canva, Google Workspace, Microsoft Excel, GitHub, Vercel, Supabase, Cross-Functional Communication, Project Coordination

EDUCATION

Santa Clara University - Master of Business Administration

2026

San Jose State University - BA in History, Business Minor

2024