

Jemarie (Jema) Negron Losada

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Digital Portfolio

Skills

LeanSixSigma Green Belt | Data entry & reporting (Tableau & Greenfield) | Leadership & team management | Professional Bilingual: Spanish & English | Microsoft 365 (Word, PowerPoint, Excel, SharePoint, OneDrive, Teams) | Google Workspace (Google Docs, Sheets, Slides) | Recruitment Strategy & Candidate Engagement | Event coordination & outreach | CRM & ATS (Salesforce) | Canva & CapCut Graphic Design

Experience

Florida International University

College Recruiter- MBA May 2024 – Sept 2026

Represented the College of Business at recruitment events, seminars, and conferences, engaging with prospective students and families while providing guidance on academic programs, admissions, and financial aid. Coordinated open houses, marketing campaigns, and data tracking to support and optimize recruitment strategies.

Managed a team of student assistants where I capacitated them for the role, oversaw daily tasks, provided professional development, and managed schedules to ensure coverage.

Managed close to 2,000 applications throughout the academic year with a 19% enrollment conversion rate, generating +14M in tuition for the College of Business. Attended/ coordinated 10 yearly recruitment events, 5 virtual outreach events, and biweekly information sessions. These efforts resulted in more than 30 events organized, and 900+ registrations and 80+ completed sign-ups.

Target

Asset Protection Manager | Executive Team Leader Intern July 2021 – December 2023

Led asset protection operations, investigations, and team management to minimize loss and enhance safety. Partnered with law enforcement and cross functional teams to implement preventative strategies, analyze shortages, and coordinate community safety initiatives. Oversaw and implemented safety and security plans keeping the locations on 'green' with 0 team member incidents



and less than 2 guest incidents. Dealt with high pressure events like criminal pursuits, business disruptions, and guest medical emergencies, while ensuring company protection by abiding by company protocols and guidelines.

Target

Retail Team Member July 2019– July 2021

Results-oriented with merchandising and product placement skills, consistently exceeding sales goals while providing exceptional customer experiences and fostering a positive shopping environment.

Education

Florida International University | 2026 | M.S. Marketing

Master of science in marketing prepared with strong analytical and critical thinking skills. Hoping to apply broad marketing knowledge to create data-driven and creative solutions. Earned certifications in the following:

- Google Ads: Display Certification, Search, AI-Powered Shopping Ads, Analytics
- HubSpot: Social Media Marketing Certification II, Email Marketing Certification
- Semrush Academy PPC Fundamentals
- Digital Marketing Simternship
- MediaMath Trader

Florida International University | B.A. Psychology

Degree in Psychology with demonstrated abilities in psychological assessment, data collection, and client record maintenance, developed through coursework and RBT training certification.