

JACKENSON EDME

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EDUCATION

Baruch College, Zicklin School of Business

Master of Science in Marketing Management , GPA:3.66

Specialization in International Business

Relevant Coursework: Data-Driven Marketing Management, International Logistics, Multinational Enterprises & Global Market, Business Communication

New York, NY

Expected May 2027

Baruch College

Bachelor of Business Administration in Marketing Management and Law & Policy, GPA:3.16

New York, NY

May 2025

- **Men's Basketball Co-Captain**, drove player development and team culture by pushing teammates to their highest potential, fostering team chemistry and a winning mindset across the 2025–2026 season

EXPERIENCE

LULULEMON

Customer Experience & Brand Educator

New York, NY

May 2024 - Present

- Achieved a 94% NPS score by analyzing guest behavior data and real-time signals to identify operational inefficiencies and implement targeted engagement strategies that improved customer loyalty metrics
- Strengthened premium market positioning by synthesizing guest feedback patterns across high-traffic periods into actionable insights that directly shaped brand messaging decisions
- Improved guest satisfaction scores during peak revenue periods by diagnosing and resolving in-store flow inefficiencies, delivering measurable gains in operational performance

BLOON PARIS

US Market Development Consultant

New York, NY

Feb 2026 - Apr 2026

- Identified 3 high-potential US distribution channels: boutique fitness studios, micro-influencers, and B2B corporate accounts, by conducting a full ergonomic seating market analysis and prioritizing opportunities by barrier to entry and brand fit
- Accelerated US market entry by developing a data-informed 90-day roadmap and B2B outreach framework that translated competitive landscape findings into actionable partnership targets and revenue-generating activities
- Built the US market presence from inception by serving as the sole US representative, synthesizing competitive market intelligence that informed executive-level brand positioning decisions reported directly to the CEO

THIRD AVE BARBER CLUB

Marketing Consultant

New York, NY

Jan 2025 - Jun 2025

- Drove a projected 5%+ increase in new client acquisition by conducting competitive market analysis to quantify pricing and positioning gaps, directly informing a redesigned membership pricing model
- Expanded the active client base by identifying conversion gaps through acquisition and retention analysis and redesigning the engagement strategy to improve satisfaction
- Reduced response time and improved booking consistency by diagnosing owner-client communication inefficiencies and building structured operational workflows

HUGO BOSS

Marketing Extern

New York, NY

Jul 2023 - Aug 2023

- Uncovered key strategic gaps in Hugo Boss's generational marketing approach, benchmarked across 6 competitors, by conducting primary research measuring Gen Z brand sentiment
- Shaped brand positioning strategy by analyzing campaign effectiveness through qualitative and secondary research, distilling findings into 3 actionable consumer insights
- Influenced Hugo Boss's Gen Z campaign strategy and go-forward positioning approach by presenting data-backed recommendations directly to the marketing team

SKILLS

- **Technical:** Google Digital Marketing & E-Commerce, Sprout Social, Microsoft 365, Canva
- **Functional:** Market Entry Strategy, Competitive Analysis, Consumer Insights, Data-Driven Decision Making, B2B Outreach, Brand Development
- **Languages:** Native French | Native Haitian Creole | Conversational Spanish | Beginner Chinese