

# Marlon Horn

Business Informatics (B.Sc.) | Corporate Student  
Enterprise Sales & Consulting | Adobe Inc.

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Languages: German, English 

## SUMMARY

Business Informatics Sales & Consulting student in a dual work program at Adobe Inc., completing rotations across Enterprise Sales roles (BDR, Inside Sales, RSS, CSM, SC, Management) with hands-on involvement across the Adobe enterprise sales cycle. Delivered customer demos and managed Enterprise customer relationships, directly supporting deal execution and sales readiness. Additionally, delivered 10+ websites and ran conversion-focused Google Ads, strengthening digital presence and increasing traffic for multiple clients.

## WEBSITES BUILT

[www.cantura.de](http://www.cantura.de)

[www.pfoertnerpenthouse.de](http://www.pfoertnerpenthouse.de)

[www.makeupmuenchen.de](http://www.makeupmuenchen.de)

[www.trauerrednerin-julia-vogel.de](http://www.trauerrednerin-julia-vogel.de)

## SKILLS

### PROFESSIONAL

- Client Relations
- Full Sales Cycle Support
- Customer Research & Outreach
- Customer Presentations & Demos
- Negotiation

### TECHNICAL

- Web Development
- Google and TikTok Ads
- Conversion Optimization
- SEO Optimization
- Digital Asset Creation (Adobe CC)

## EDUCATION

### BUSINESS INFORMATICS SALES & CONSULTING (B.Sc.)

DUALE HOCHSCHULE  
BADEN WÜRTTEMBERG (DHBW)

Karlsruhe, Germany  
(2023 - 2026)

Grade: 1.6 (German GPA)

### EXCHANGE SEMESTER

DOUGLAS COLLAGE

Vancouver, Canada  
(2025 - 2026)

Grade: 1.9 (German GPA)

### SCHOLARSHIP

Baden-Württemberg Scholarship  
2025

## PROFESSIONAL EXPERIENCE

### ENTERPRISE SALES & CONSULTING (CORPORATE STUDENT)

ADOBE INC. Munich, Germany 10/2023 - 10/2026

- Completed rotations as part of a dual program across BDR, Customer Success (CSM), Inside Sales, Retention Sales (RSS), Solution Consulting (SC), and Management, gaining hands-on experience on the Adobe enterprise sales cycle
- Owned a defined customer set and managed day-to-day customer engagement, gaining exposure to Customer Success and account management practices
- Supported renewals and true-ups by preparing contracts, coordinating internal approvals, and enabling deal execution
- Prepared and delivered product demos and customer-facing presentations, enabling sales readiness and advancing Enterprise deals toward closure
- Conducted account research, stakeholder mapping, and opportunity management in CRM systems to support sales readiness

### DIGITAL MARKETING

FREELANCE Remote since 2021

- Delivered 10+ websites for clients, managing project timelines and client expectations, improving clients' online presence
- Launched and optimized Google Ads campaigns, driving traffic and engagement across client web properties
- Negotiated project scope, pricing, and deliverables with clients, ensuring satisfaction and repeat business

### ECOMMERCE MARKETING COORDINATOR

THANKYOUJANE GmbH (LLC) Munich, Germany 10/2022 - 10/2023

- Designed, tested, and optimized TikTok Ads and Google Ads campaigns, driving traffic and sales for [cantura.de](http://cantura.de)
- Built landing pages, automated email flows, and digital assets using Shopify, Klaviyo, Swipepages, and Adobe Creative Cloud, improving conversion rates
- Planned, launched, and managed [cantura.club](http://cantura.club) as a brand and content platform, optimizing on-site content to strengthen online visibility and brand positioning.

### WEBDESIGNER

DMCGROUP GmbH (LLC) Remote Part-time 10/2021 - 10/2022

- Built and maintained client websites, ensuring functional and user-friendly design
- Conducted SEO optimization, increasing search visibility and organic traffic.
- Improved website UX and on-page performance through landing page and content optimization