



Marlon Horn


Business Informatics (B.Sc.) | Dual 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 functions (BDR, Firefly (AI) Product Specialist, Inside Sales, RSS, CSM, SC), with hands-on involvement across the end-to-end Adobe sales cycle. Managed a €6.27M+ TCV enterprise portfolio (€2.1M+ ARR), supported €2M+ in renewals and true-ups, and built €1M+ in enterprise opportunity pipeline through customer demos directly supporting deal execution. Additionally, delivered 10+ websites and ran conversion-focused Google Ads campaigns, strengthening digital presence and increasing traffic for multiple clients. Looking to combine enterprise sales expertise with hands-on digital marketing experience to drive growth for small and medium-sized businesses through Google Customer Solutions.

WEBSITES BUILT

www.pfoertnerpenthouse.de

www.cantura.club

www.monteur-haus.com

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 INFORMATION SYSTEMS SALES & CONSULTING (B.Sc.)

DUALE HOCHSCHULE
BADEN WÜRTTEMBERG (DHBW)

Karlsruhe, Germany

(2023 - 2026)

Grade: 1.7 (German GPA)

EXCHANGE SEMESTER

DOUGLAS COLLEGE

Vancouver, Canada

(2025-2026)

Grade: 1.9 (German GPA)

SCHOLARSHIP

Baden-Württemberg Scholarship
2025

PROFESSIONAL EXPERIENCE

ENTERPRISE SALES & CONSULTING (DUAL STUDENT)

ADOBE INC. Munich, Germany

10/2023 - 10/2026

- Completed rotations as part of a dual program across BDR, Customer Success (CSM), AI Prod. Spec., Inside Sales, Retention Sales (RSS), Management, and Solution Consulting (SC), gaining hands-on experience on the enterprise sales cycle
- Managed a €6.27M+ TCV enterprise portfolio (€2.1M+ ARR), leading day-to-day stakeholder interactions to strengthen customer success.
- Supported €2M+ in renewals and true-ups by calculating volume, preparing contracts, and coordinating internal approvals
- Created €1M+ in enterprise opportunity pipeline by conducting targeted prospect outreach, preparing and delivering product demos, and advancing deals toward closure

DIGITAL MARKETING

FREELANCE Remote

since 2021

- Delivered 10+ websites for clients, managing project timelines and client expectations, improving clients' online presence
- Launched and optimized over €3k+ of Google Ads campaigns per month, 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 Munich, Germany

10/2022 - 10/2023

- Planned, launched, and managed www.cantura.club and Amazon storefront, optimizing SEO, content, and product listings to boost online visibility and sales
- Designed, tested, and optimized TikTok Ads and Google Ads campaigns, driving traffic and engagement for cantura.de
- Built landing pages, automated email flows, and digital assets using Shopify, Klaviyo, Swipepages, and Adobe Creative Cloud, improving conversion rates

WEBDESIGNER

DMCGROUP GmbH Remote Part-time

10/2021 - 10/2022

- Built and maintained 4+ 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