

MARLON KAULICH

I N F O S



Name
Marlon Niklas Kaulich



Birthday
26.09.1994



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S O C I A L



LinkedIn
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S K I L L S

Dynamic Yield

Prompt Engineering

Google Analytics

Midjourney

ChatGPT

Stable Diffusion

HTML

L A N G U A G E S

German

English

A B O U T M E

Ambitious M.Sc. Digital Business graduate with expertise in AI integration and innovative e-commerce strategies. One of the first Prompt Engineers in Germany, with proven successes and enthusiasm for implementing AI technologies. Views AI as a chance and tool.



Today
Nov'23

● Prompt Engineer for Artificial Intelligence *Dirk Rossmann GmbH, Burgwedel*

- Project management for the implementation of RossmannGPT (internal state-of-the-art ChatGPT-like user interface with RAG)
- Development and execution of general and department-specific training concepts for prompt-based tools like ChatGPT & Midjourney
- Transferring my knowledge with weekly AI news office hours
- Close collaboration with departments to develop tailored AI solutions
- Creation and maintenance of a prompt library with templates
- Support and consultation for employees' AI-related questions

Oct'23
May'23

● Career Break

Personal development during an exploratory journey through Asia while independently developing an AI-based app.

Apr'23
Sep'21

● International E-Commerce Manager *Deichmann SE, Essen*

As International E-Commerce Manager, I managed the eShops in the Czech Republic and Slovakia. From summer 2022, I conceptualized and implemented personalization strategies and templates for conversion rate optimization in 12 international eShops.

Aug'21
Sep'19

● Trainee E-Commerce *Deichmann SE, Essen*

Through my work in (inter)national shop management, product management, digital analytics, content, CRM, digital marketing, and co-development of a new Hybris webshop, I gained profound insight into e-commerce processes.

E D U C A T I O N

Aug'19
Oct'17

● Digital Business, Master of Science *East Bavarian Technical University Amberg-Weiden*

Completed with overall grade: **1,4**
Master's thesis grade: **1,3**

Sep'17
Sep'13

● Business Administration with Informatics, Bachelor of Arts

South Westphalia University of Applied Sciences, Soest
Main teaching language: Englisch
Completed with overall grade: **1,9**
Grade of the bachelor thesis: **1,0**

Jun'13
Sep'05

● Abitur (High School Diploma) *Franz Stock High School, Arnsberg*

Average grade: **2,3**
Advanced courses: Math and Sports