

# EVELYN PRADO

by EV

## DIGITAL MARKETING STRATEGIST

Hi! I am Evelyn, an energetic and adaptable Digital Marketing Specialist with a positive attitude and strong communication skills. I have a passion for emerging technology and a proven track record of success in various sectors, including B2B and B2C. Skilled in data analysis, user experience design, digital marketing strategy, and content development. I excel in problem-solving and thrive in a teamwork environment. I am known for my strong work ethic and actively seek new opportunities to leverage my skills and expertise in the dynamic landscape of emerging technology.

In my free time I enjoy acquiring new knowledge about the technological world and developing my creativity in different activities such as painting with watercolors or making 2D drawings with procreate.

### WORK EXPERIENCE

#### Platform Experience Associate

Accenture - Ireland, May 2022 - Current up to now

- Improved internal communication and collaboration among team members.
- Monitored content and enforced policies to ensure compliance with workflow standards, showcasing meticulous attention to detail.
- Provided detailed feedback to management on policy and technical matters.

#### Marketing Digital Manager / UX

OVERGENES SL - Spain, Nov 2020 - Jan 2022

- Utilizing analytics and data-driven decision-making, I refined communication strategies for group companies, encompassing Sabartech B2B public healthcare, Overgenes B2B private healthcare, and DatsMe B2C. Ensuring product designs adhered to usability requirements and key performance indicators (KPIs), I optimized user experience across platforms, thereby driving conversions.
- In addition, I spearheaded UX research initiatives, delving deep into user behaviors and preferences to inform design decisions. Integrating Agile/SCRUM methodologies, I ensured efficient project lifecycles, collaborating closely with development teams to translate insights into actionable prototypes and wireframes. This approach facilitated innovation in high-quality product delivery, all within agreed time schedules.
- Furthermore, I implemented SEM, PPC, and email marketing strategies to drive engagement and enhance brand visibility across diverse media channels, resulting in improved ROI.

#### Marketing Manager

Clasol Frutas y Verduras SL - Spain, Feb 2020 - Nov 2020

- Led the marketing team, aligning field marketing activities with project and bookings growth in collaboration with senior sales representatives.
- Development of demand generation processes for an expanding organization, leading to the acquisition of a new client and **a consequent quarterly sales uplift of 3% on 2020.**
- Coordinated strategies with external communication agencies and organized one-off events.

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### LANGUAGES

Hola, qué tal? [Spanish Native](#)

Hola, com va? [Catalan Native](#)

Hello, how are you? [English Professional](#)

Ciao, come va? [Italian Intermediate](#)

### EDUCATION

**Degree in Advertising and Public Relations**

University Jaume I (Castellón, Spain)

**Advance Technician in Commercial Management and Marketing**

CIFFP Misericordia (Valencia, Spain)

**Create High-Fidelity Designs and Prototypes in Figma**

Coursera

**User Experience Design (UXD)**

Coursera

### KEY SKILLS

Data Analysis

Google Analytics

Market Research

HubSpot

Amazon Ads

SEO

Semrush

MS Office

UX Design

Figma

Sketch

Adobe XD

UX research

Salesforce

SEM

Photoshop

WordPress

Mailchimp

Digital Marketing Strategy

Social Media Ads

Project Management

Content Creation

Illustrator

Indesign