



Evelyn N. Prado Dearriba

Digital Marketing & UX Specialist | Data-Driven & Creative



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Munich

Marketing professional with expertise in campaign management, UX research, and product design. Skilled in translating complex concepts into consumer-friendly communication, designing packaging and websites, and launching products in international markets.

WORK EXPERIENCE

Specialist for Order Management - Inside Sales

Johnson & Johnson Vision - Dublin, Ireland, Apr 2024 - Sep 2025

- Manage a portfolio of SMB clients, ensuring smooth order processing and on-time deliveries while maintaining a client-focused approach.
- Collaborate with cross-functional teams to resolve logistical issues and optimize processes, supporting upselling opportunities and strong customer retention.
- Monitor KPIs and provide performance reports to enhance operational efficiency and client satisfaction.

Platform Experience Associate

LinkedIn - Ireland, May 2022 - March 2024

- Coordinated cross-functional communication to ensure compliance with workflow standards and content policies.
- Monitored platform performance and provided actionable feedback to management to improve policy enforcement and technical processes.
- Supported platform optimization by analyzing user-generated content trends and identifying improvement opportunities.

Sales & Marketing Manager

OVERGENES SL - Spain, Nov 2020 - Jan 2022

- Designed and executed **digital marketing campaigns** (SEM, PPC, email) across B2B and B2C channels, using analytics and KPIs to optimize performance and ROI.
- Led **UX research initiatives**, leveraging user insights to improve product usability and conversion rates.
- Applied **Agile/SCRUM methodologies** to manage projects efficiently, collaborating with developers to transform data-driven insights into prototypes and campaigns.
- **Product design & communication:** Translated complex laboratory and genetics terminology into clear, consumer-friendly language for the sub-brand **DatsMe**, ensuring accessibility and market readiness.
- Designed **product packaging, website, and creative assets**, and coordinated the **market introduction and Amazon** listing strategy.
- Collaborated with the sales team to support the **introduction of a lung cancer diagnostic product** in both private clinics and the public healthcare sector.
- Acted as a **multifunctional contributor** in a small team, taking ownership of end-to-end processes from design to market launch.

Marketing Manager

Clasol SL - Spain, Feb 2020 - Nov 2020

- Designed all **packaging for citrus products and retail boxes** distributed to **EDEKA** and other clients, ensuring high visual impact and brand consistency
- Directed digital and field **marketing strategies**, aligning campaigns with business growth objectives and achieving measurable increases in client engagement.
- Developed demand generation processes and collaborated with external agencies to plan marketing **events**, strengthening **brand visibility**.

Junior Marketing Consultant

Jiménez De Nalda® - Spain, Nov 2017 - Jan 2019

- Developed and managed **social media** and **digital marketing** campaigns for multiple clients, increasing online visibility and engagement.
- **Coordinated** with **external agencies** to execute cross-platform campaigns, ensuring brand consistency and timely delivery.
- Assisted in the planning and execution of corporate events to enhance client brand presence and audience reach.

LICENSES & CERTIFICATIONS

last 3 years

AI for everyone

DeepLearning.

Create High-Fidelity Designs and Prototypes in Figma

Coursera

Build Wireframes and Low-Fidelity Prototypes

Coursera

Foundations of User Experience (UX) Design

Coursera

Critical Thinking and Problem Solving

LinkedIn

Developing a Critical Thinking Mindset

LinkedIn

LANGUAGES

Spanish - **Native**

Catalan - **Native**

English - **Professional**

Italian - **Intermediate**

German - **Beginner**

EDUCATION

Bachelor of Arts in Advertising and Public Relations

University Jaume I (Castellón, Spain)

Advance Technician in Commercial Management and Marketing

CIFFP Misericordia (Valencia, Spain)

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

Mailchip

Programmatic Advertising

Social Media Ads

Project Management

Data Analysis

Illustrator

IA

SAP

