




ORIANA CASTRO

PRODUCT MANAGER

 (213) 915 9253

 oriana.castrorb@gmail.com

 www.orianacastro.com

 Los Angeles, CA

Self-starter product manager with experience in all stages of the product life-cycle, including ideation, research, UX & UI, feature development, and product marketing strategy. I decided to innovate as a Product Lead with my brownie-points based startup, Duety. Now, I'm seeking an opportunity to use my creativity and technical fluency to provide impact with the user-facing product of the future.

Degree qualified and certified in Product Management, Data Analytics, and Web Development. I have worked creating products with international brands like Procter and Gamble, Twitter, and Toyota. My curiosity, appreciation of beauty and excellence, and honesty make me a key teammate for skillful product invention.

CERTIFICATIONS

PRODUCT MANAGEMENT + DATA ANALYTICS + WEB DEVELOPMENT

8-week Certifications, Product School, 2019.

ENGLISH PROFICIENCY (CAMBRIDGE)

CERTIFICATION 7/9 IELTS, 2016

INBOUND CERTIFICATION

Hubspot Academy, 2019.

SKILLS

User & Market Research

Product Design & Innovation

Technical Know-How

Behavioral Science & Insights

Multilingual (Eng, Spa, Fre, SQL)

Copywriting & Storytelling

TOOLS

UX/UI (MarvelApp, Adobe Suite)

Data Analysis (Google, Mixpanel)

A/B Test (Optimizely, Unbounce)

Kanban (JIRA, Trello)

Surveys (Typeform, Google Forms)


EDUCATION

B.A. IN ADVERTISING

Cum Laude Honors.


Universidad J. Tadeo Lozano, Bogotá -Colombia. 2012.

FOUNDER AND PRODUCT LEAD

Duety App | March 2014 - March 2020 |  duety.co

- Orchestrated a steady 11% weekly growth in the first 12 weeks by creating the B2C mobile user acquisition strategy and reached 3K users in two months, organically retaining 33.5% of active users.
- **Presented Duety on Shark Tank by analytically overcoming every phase of the 3-month due diligence to appear on the show and secured a 100-million pesos venture from two Sharks.**
- Designed the wireframes, mockups, design style guides, and UX and achieved an innovative first-of-their-kind product for couples' happiness.
- Spearheaded the full mobile development from MVP to iOS and Android builds by leading three cross-functional teams (10 people) through bi-weekly experimentations and fast iterations.
- Supported testable hypotheses, created detailed user stories, and prioritized their value with a mix of frameworks that led to confident development.

DIRECTOR OF COMMUNICATIONS (VOLUNTEER)

Fundación MAISA COVALEDA | Oct 2017 - Feb 2018 |  fundacionmaisa.com

- Pushed the first web portal in which Colombian women can get information about violence against us and report it directly to Government Institutions, by locking a Citizen Cause with the Ministry of Interior and Change.org.
- Held this position during a key moment for the #MeToo movement and modernized a valuable sense of purpose in my life that deeply aligned with the foundation's success.
- **Created, designed, and launched their first website, fundacionmaisa.com, with Strikingly.**

SR. DIGITAL COPYWRITER

Sancho BBDO | June 2014 - Nov 2014 |  sanchobbdo.com.co

The Most Effective Advertising Agency in the World, (Effie Awards Index, 2014-2019)

ATL + DIGITAL COPYWRITER

Leo Burnett | March 2012 - June 2014 |  leoburnett.com