




# ORIANA CASTRO

## PRODUCT MANAGER

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 www.orianacastro.com

 Los Angeles, CA

Self-motivated product manager with 9+ years of experience in all stages of the product development and life-cycle, including research, UX & UI, and feature development. Degree qualified and certified in Product Management, Data Analytics, and Web Development with the Product School. I have collaborated in creating products with international brands such as Toyota, Procter and Gamble, and Twitter.

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 impact with the user-facing product of the future.

### CERTIFICATIONS

PRODUCT MANAGEMENT  
+ DATA ANALYTICS + WEB  
DEVELOPMENT

Individual PM Certifications,  
Product School, 2019.

INBOUND CERTIFICATION

Hubspot Academy, 2019.

ENGLISH PROFICIENCY  
CERTIFICATION (IELTS)

The British Council, 2016.

### SKILLS

Quant & Qual Research

Product Design & Innovation

User Engagement Metrics

UI/UX Best Practices

Fluent & Multilingual (Eng, Spa,

Fre, SQL)

Product Analytics

### TOOLS

UX/UI: MarvelApp, Adobe  
Suite

Data Analysis: Google,  
Mixpanel

Project Mgmt: JIRA, Trello,  
Asana

Surveys: Typeform, Google  
Forms


### EDUCATION

B.A. IN ADVERTISING

Universidad Jorge Tadeo  
Lozano, Bogota. 2012.

GPA: 4.5/5.0

### FOUNDER AND PRODUCT LEAD

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

- **Orchestrated a steady 11% weekly growth in the first 12 weeks after launch** by creating the B2C user conversion strategy and reached 3K users in two months, retaining organically 33.5% of active users.
- **Pitched Duety on Shark Tank** by analytically overcoming every phase of the 3-month due diligence to appear on the show and negotiated 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.
- Interviewed [30+] couples as part of human-centered design research.
- Spearheaded the mobile engineering from MVP to iOS and Android builds by **leading three cross-functional teams [10 people]** through bi-weekly experimentations and fast concept iterations.
- Supported testable hypotheses, **created product specs**, and prioritized their value with the team leading to confident product execution.

### DIRECTOR OF COMMUNICATIONS (VOLUNTEER)

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

- Secured the first web portal for preventing and reporting violence against Colombian women by locking a Citizen Cause with the Ministry of Interior and the Presidential Counsel for Women's Equity.
- Conceptualized, 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, 2014-2019)

- **Led the e2e development cycle of our Masters of Poker community site:** Created the UX copywriting and wireframes, **defined success metrics**, and led feature prioritization, and QA testing.
- **Built the creative digital bids for Reebok and Twitter LATAM**, by prioritizing the digital product executions that got us both accounts for the Agency.

### PROJECT LEADER & CREATIVE DIRECTOR (CONTRACT)

DIGIX, Digital Transformation | Sept 2018 - Dec 2018 |  digix.co

### ATL + DIGITAL COPYWRITER

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