



# ORIANA CASTRO

## PRODUCT MANAGER

 (213) 915 9253

 oriana.castrorb@gmail.com

 www.orianacastro.com

 Los Angeles, CA

Self-starter product manager with more than 9+ years of experience in all stages of the product life-cycle, including concept, copywriting, UX & UI, user support, and product marketing strategy. I have worked with international brands such as Toyota, Procter & Gamble, and Twitter, and in global companies like Leo Burnett and Sancho BBDO.

I'm a problem-solving person, creative, detail-oriented, and articulate about creating insightful user experiences. I decided to innovate with my mobile based startup, Duety. Now, I'm seeking an opportunity to use my decade of experience and vision to provide an impact with the human-centered product of the future.

### EXPERTISE & SKILLS

Multilingual (Eng, Spa, Fre, Ita)  
Presentation Expert (PowerPoint)  
Product Design & Roadmapping  
Data Analysis (Google, Mixpanel, Firebase) and SQL  
UX/UI (Marvel, Adobe, InVision)  
Technical Know-How &  
Leadership  
Copywriting & Storytelling  
User & Market Research

### EDUCATION

B.A. IN ADVERTISING  
Cum Laude Honors. U. Jorge Tadeo Lozano, Bogotá - Colombia. 01/10 - 06/12.

UNDERGRADUATE IN INTERNATIONAL MARKETING AND ADVERTISING

Universidad Icesi, Cali - Colombia. 08/07 - 12/09.


### CERTIFICATIONS

PRODUCT MANAGEMENT + DATA ANALYTICS + WEB DEVELOPMENT  
Single 8-week Certifications, Product School, 2019.

AGILE PROJECT MANAGEMENT & AGILE DELIVERY CERTIFICATION  
AgileKB.com, 2019.

### EXPERIENCE

#### FOUNDER AND PRODUCT LEAD

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

- Created the **B2C mobile user acquisition strategy for couples, getting a steady 11.3% weekly growth in the first 12 weeks after launch, reaching 3K users in two months.**
- **Bootstrapped efficiently the total overall product development budget** equivalent to USD\$65K, for the first four years.
- Presented my startup on **Shark Tank in 2018** and got investment.
- Built the **wireframes, mockups, Duety design style guide**, and co-created the UX for the three full versions we launched since 2014, the last two planned in **yearly product roadmaps**.
- Oversaw the full mobile technical development from MVP to versioned **iOS and Android** builds using a hybrid **Ionic Framework (HTML5, Angular, Cordova)** and resources like **Azure, Linode, Django, PostgreSQL, Branch.io, Sentry, and Twilio**.
- **Implemented Agile development with bi-weekly Sprints** that concluded in running **QA Blitz Testing** with the engineering team, reducing the launch debugging time by 82% since the first launch.
- Did the research, created **detailed use cases for feature development**, and **validated their user value** with a mix of the frameworks **Kanban** and **RICE**, since they led to the best overall team and user happiness.
- Led three cross-functional collaborating teams (10 people), including the engineering team, **through multiple data-driven iterations** using tools like **Jira, Slack, and Trello**.

#### CREATIVE DIRECTOR & PROJECT LEADER (CONTRACT)

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

- **Pitched and secured strategic campaigns for B2B/B2C accounts** like O.P.I. Nails, and within MSD Colombia (MERCK Pharma).
- Increased three **internal process efficiency metrics by 25%** on average for digital strategies, planning, and **client presentation**.
- **Distributed the eight-figure digital campaign budget** for NH Hotels within a tailored-made **Inbound Marketing Conversion Strategy** I created.

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## CERTIFICATIONS

**INBOUND CERTIFICATION**  
Hubspot Academy, 2019.

**ENGLISH PROFICIENCY  
(CAMBRIDGE)  
CERTIFICATION 7/9**  
IELTS, 2016

**FRENCH PROFICIENCY B2  
LEVEL**  
Alliance Francaise Cali, 2006

**THE SCIENCE OF WELL-  
BEING**  
Yale University, 2020

## MOST PROUD OF

**ACTIVISM FOR WOMEN**  
I'm devoted to gender equality and women in the workplace. I led the 'Lean In ' chapter in Bogota from 2017 to 2018.

**FOUNDER IN TECH**  
I got the only grant given by The Founder Institute and Duety got the best grading in all Colombian history.

**GLOBAL CITIZEN**  
I travel internationally once a year, have visited 23 countries, and lived in France. It allows me to broaden my perspective and meet exceptional people.

## DIRECTOR OF COMMUNICATIONS (VOLUNTEER)

Fundación MAISA COVALEDA | Oct 2017 - Feb 2018 | [fundacionmaisa.com](http://fundacionmaisa.com)

- **Created and designed their first website [www.fundacionmaisa.com](http://www.fundacionmaisa.com) on Strikingly.com**
- **Secured a Citizen Cause with the Ministry of Interior and Change.org to create the first web portal in which Colombian women can get information about all types of violence** against us and report them directly to Government Institutions.
- **Brought B2B, Corporate, and Government sponsors** for events and the Foundation itself, like L'Oreal and Colombia's Ministry of Interior.
- Held a **volunteer position** as their head of communications during a key moment for the global **#MeToo movement**.

## SR. DIGITAL COPYWRITER

Sancho BBDO | June 2014 - Nov 2014 | [sanchobbdo.com.co](http://sanchobbdo.com.co)

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

- **Built the creative digital bids for Reebok and Twitter LATAM, that helped to get both Regional accounts for the Ad Agency.**
- Made the **wireframes** for the Masters of Poker main event landing page and handled the complete UX copywriting.
- **Optimized its conversion by 2.5% in two months, based on 90% confidence test results from heatmaps analysis and A/B experiments.**
- **Created the marketing campaigns and its client presentations** for **Nutresa Group** and **Winner Casino Group CIRSA**, from inexistent online presences to robust engaging B2C web products.

## ATL + DIGITAL COPYWRITER

Leo Burnett | March 2012 - June 2014 | [leoburnett.com](http://leoburnett.com)

- **Won a Silver Effie Award for Effectiveness** with a National teen promo campaign. **It generated a ROI on advertising of 180%** and increased its brand awareness by 70%.
- Created robust 360° campaigns and digital content for **Procter & Gamble, Head & Shoulders, Oral-B**, and for their **P&G Teen web-portal** Soloentreamigas.com.
- Started my role after **winning a beautiful physical creative portfolio** contest for a copywriter internship for **Toyota, Red Cross** + other local brands, and worked full time while finishing my studies.