



# 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 ideation, copywriting, UX & UI, 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 decade of experience to provide impact with the user-facing product of the future.**

**Degree qualified in Advertising and certified in Product Management, Data Analytics, and Web Development. I have worked with international brands, and in global large-scale companies.**

### EXPERTISE & SKILLS

User & Market Research

UX/UI (MarvelApp, Adobe Suite)

Product Design & Innovation

Technical Know-How & Fluency

Data Analysis (Google, Mixpanel,

Firebase), A/B Testing, and SQL

Behavioral Science & Insights

Multilingual (Eng, Spa, Fre, Ita)

Presentation Expert (PowerPoint)

Copywriting & Storytelling

### CERTIFICATIONS

**PRODUCT MANAGEMENT + DATA ANALYTICS + WEB DEVELOPMENT**

Single 8-week Certifications, Product School, 2019.

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


**INBOUND CERTIFICATION**  
Hubspot Academy, 2019.

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

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

### RELEVANT EXPERIENCE

#### FOUNDER AND PRODUCT LEAD

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

- **Orchestrated a steady 11.3% 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 in '18 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.
- Spearheaded the full mobile development from MVP to fast iOS and Android builds using the hybrid mobile framework, Ionic, and resources like Azure, Linode, Django, PostgreSQL, Branch.io, Sentry, and Twilio.
- Carried the research, created detailed use cases for feature development, and validated their user value with Kanban and RICE, since they led to the best overall team and user approval.
- **Guided three cross-functional teams (10 people)**, including the engineering team, through multiple data-driven iterations and opportunely shipped bi-weekly version releases planned on yearly roadmaps.
- Built our mission on the user-centered front by crafting the wireframes, mockups, design style guides, and UX since 2014 and achieved an innovative first-of-their-kind product for couples' happiness.

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

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

- Demonstrated the ROI of my marketing tactics by launching a tailored-made Inbound Marketing Strategy for NH Hotels that surpassed our 1% projected conversion sales rate to a 1.9% for their couple's plans.
- Increased three internal efficiency metrics by 25% on average for multi-project leadership, planning, and client presentation.
- Pitched strategic campaigns for B2B/B2C accounts by developing their regional marketing plans and secured accounts like O.P.I. Nails and products within MSD Colombia (MERCK Pharma).

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## EDUCATION

### B.A. IN ADVERTISING

Cum Laude Honors.

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

### UNDERGRADUATE IN INTERNATIONAL MARKETING AND ADVERTISING

Universidad Icesi, Cali -  
Colombia. 2009.

## MOST PROUD OF

### GLOBAL WORLDVIEW

I travel internationally once a year, I'm from Colombia, 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)

- Spearheaded 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, by locking a Citizen Cause with the Ministry of Interior and Change.org.
- Held this volunteer position during a key moment for the global #MeToo movement and modernized a valuable sense of purpose in my life that deeply aligned with the foundation's success.
- Created and designed their first website [www.fundacionmaisa.com](http://www.fundacionmaisa.com) on Strikingly.com

## 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, by developing the Inbound digital and creative executions that got us both Regional accounts for the Agency.
- Improved the team resource utilization KPI of our Masters of Poker main event landing by taking the inexistent wireframing role and iterating the complete UX copywriting with our webmasters.
- Optimized its conversion by 2.5% in two months, based on 90% confidence test results from heatmaps analysis and A/B experiments.

## 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%.
- Gained experience with international brands by creating **robust 360° national and regional campaigns + creative content** for **Procter & Gamble, Head & Shoulders, Oral-B, Toyota**, and for leading national companies.
- Started my role after **winning a physical creative portfolio** contest for a copywriter internship for **Toyota, Red Cross** + other local brands, and worked full time while finishing my studies.