MIA CASTILLON

Senior Product Manager | Product Lead

CPM, CSPO, CSM, CPC

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SUMMARY

Senior Product Manager with **10+ years of experience** building and scaling digital products across **TravelTech**, **FinTech**, IoT, and SaaS for consumer and enterprise platforms. Known for **0→1** development, platform modernization, and monetization, including products supporting **215K MAUs** and **new revenue streams**. Combines product strategy, technical fluency, data-driven decision-making, and hands-on AI product development to turn complex customer and business problems into scalable products.

EXPERIENCE

Founder & Product Lead – *TravelTech & FinTech*
TRAVEL REWARDSGO (TRGO.APP), a product of Entelibelle LLC | Remote | September 2024 – Present

Building a travel rewards optimization platform that helps consumers maximize credit card rewards, transfer bonuses, and loyalty program value through personalized insights and data-driven recommendations.

- Founded and built Travel RewardsGO from **0→1**, owning product vision, strategy, discovery, UX, data architecture, roadmap prioritization, and go-to-market execution from concept through MVP, beta, and freemium launch.
- Designed and shipped core capabilities including transfer bonus tracking, transfer partner mapping, points and miles balances, recurring perks, travel credits, and personalized decision support across fragmented loyalty ecosystems.
- Defined and prototyped **AI-assisted** ingestion and **human-in-the-loop** review workflows for classifying, validating, deduplicating, and structuring complex rewards data, establishing a foundation for more scalable product data maintenance.
- Rapidly prototyped and shipped production functionality using Lovable, Supabase, React, APIs, and LLM tools, translating product requirements directly into working product experiences and accelerating iteration.
- Mapped monetization and acquisition opportunities across subscription tiers, affiliate partnerships, concierge-style services, product experiments, and scalable SEO initiatives.

Technical Product Owner / Product Manager – *MediaTech & SocialTech*
VARIOUS, INC., a subsidiary of FRIENDFINDER NETWORKS | Remote | January 2020 – August 2024

- Owned end-to-end product strategy and delivery across a multi-sided ecosystem spanning members, content creators, administrators, and co-brand partners.
- Modernized a customer-facing SaaS platform supporting **1,000+ co-brand partners** and **215K MAUs**, improving scalability across a large partner ecosystem.
- Re-architected legacy messaging systems to enable real-time communication, media delivery, and new monetization opportunities, generating **$30K** in initial revenue with **$240K projected** in the first year.
- Launched a high-performance live streaming platform designed to improve reliability and user experience at scale.
- Partnered with C-level executives and cross-functional teams to shape product priorities, using market research, customer insights, and product data to streamline backlogs and improve release execution.

Product Manager / Project Manager – *CleanTech (ClimateTech)*
MERQBIZ | El Segundo, CA | January 2019 – June 2019

- Led product initiatives for a B2B marketplace supporting operational workflows within the recovered paper services industry.
- Drove Tableau and Salesforce integrations to centralize business data and support data-driven product and operational decision-making.
- Introduced agile delivery practices for a nine-member engineering team, improving execution and predictability.

Product Manager – *HealthTech & HRTech*
AYA HEALTHCARE | San Diego, CA | November 2017 – August 2018

- Led API integration initiatives connecting business systems and customer workflows, **increasing** engagement marketing performance by **75%.**
- Delivered a new CRM platform supporting scalability and performance for a rapidly growing sales organization.
- Developed product roadmaps and prioritized backlogs using customer feedback, achieving full delivery of high-priority initiatives.

Project Manager / Product Manager *– FinTech & WealthTech*
BROADRIDGE ADVISOR SOLUTIONS | San Diego, CA | September 2014 – September 2017

- Delivered customized advisor websites and product enhancements through a proprietary SaaS CMS supporting enterprise financial-services clients.
- Improved advisor productivity and client engagement through standardized communication solutions, platform enhancements, and targeted training.
- Managed delivery risks and cross-functional dependencies, contributing to initiatives that supported a **50% revenue increase**.

Project Manager / Product Manager *– AdTech & Internet of Things*
ELEVATE DIGITAL | Chicago, IL | April 2012 – December 2013

- Executed large-scale interactive digital advertising campaigns generating 12M+ impressions and 72,500 interactions for a major Midwest financial institution.
- Oversaw the rollout of **100+ mobile applications**, strengthening partner relationships and supporting new client acquisition.

LEADERSHIP & COMMUNITY EXPERIENCE

Co-Lead – Women in Product Chicago Chapter
WOMEN IN PRODUCT | Chicago, IL | 2026 – Present

- Partner with chapter leadership to build and grow a product community focused on connecting, empowering, and advancing product professionals through networking, events, and knowledge-sharing initiatives.
- Collaborate on community programming, speaker engagement, and event strategy to create meaningful experiences for product leaders and practitioners across the Chicago technology ecosystem.
- Support member engagement and community growth by fostering connections among product professionals, sharing industry insights, and expanding access to product leadership resources.

SKILLS & TOOLS

Product Management & Strategy: Product Strategy, 0→1 Product Development, Product Discovery, Roadmaps, Customer Discovery, Market Research, Competitive Analysis, PRDs, Product Launches, Platform Modernization, Monetization, PDLC & SDLC

AI & Technical Products: Generative AI, Large Language Models (LLMs), AI Agents, AI-Assisted Product Development, Human-in-the-Loop Workflows, Prompt Engineering, APIs & Integrations, REST APIs, Supabase, SQL, React, JavaScript, HTML, CSS

Data & Experimentation: Product Analytics, KPI Tracking, Metrics Analysis, A/B Testing, Data-Driven Decision Making, Tableau, PostHog, GA4, Mixpanel

Delivery & Collaboration: Cross-Functional Leadership, Agile, Scrum, Kanban, Backlog Management, User Stories, Jira, Confluence, Aha!, GitHub, Figma, ClickUp, Canva, Lucidchart, Microsoft 365, Google Workspace

EDUCATION & CERTIFICATIONS

- **Bachelor of Science (BS)**, **CIS Computer Information Systems**, DeVry University, Chicago, IL
- **Certified Product Manager (CPM)**, AIPMM Association of International Product Marketing & Management | 2019
- **Certified Scrum Product Owner (CSPO)**, Scrum Alliance | 2018
- **Certified ScrumMaster (CSM)**, Scrum Alliance | 2019