

# MIA CASTILLON

CPM, CSPO, CSM, CPC  
*Product Manager*

**Location:** San Diego, CA

**Mobile:** Available Upon Request

**Email:** [mia@productelevate.com](mailto:mia@productelevate.com)

**Website:** [productelevate.com](http://productelevate.com)

**LinkedIn:** [linkedin.com/in/miacastillon](https://www.linkedin.com/in/miacastillon)

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## SUMMARY

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**CPM Certified Product Manager | CSPO Certified Scrum Product Owner | CSM Certified ScrumMaster | CPC Certified Professional Coach**

As a tenacious leader and voice of customer Product Management Specialist with 15+ years' experience in Product Development, I thrive on cultivating team collaboration and establishing quality business relationships. I have owned the releases of mobile digital media software, responsive websites, and web application features for B2Bs and B2B2Cs using SaaS, CRM, CMS and Marketplace platforms.

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## EXPERIENCE

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**Technical Product Owner / Product Manager – Live Streaming & Social Networking**

**MEDLEY.COM - subsidiary of FRIENDFINDER NETWORKS (Entertainment), Santa Monica, CA | January 2020 – Present**

- Led product launch of heavily visited member facing websites involving 1k co-brand partners using latest tech stack solutions replacing a twenty (20) year old legacy system resulting in significant increases in performance, stability, and conversion rate.
- Actively engaged in multiple concurrent interconnected next-gen website redevelopments leading to an upcoming large scale product launch including all new systems for Wallet Services, Earnings Reports, Live Streaming, Online Chat Rooms, Offline Messages, Image and Video Sharing, as well as Administrative and Compliance Tools.
- Strategize with top level internal business leaders to determine overall product vision and goals based on ROIs, metrics, and A/B tests.
- Plan, prioritize, research, and define product feature requirements and backlogs based on current business needs evaluating product progress at each iteration and incorporating stakeholder and user feedback.
- Oversee product development stages working closely with engineers throughout the entire SDLC including conducting user acceptance tests and creating low fidelity mockups/wireframes when needed to help expedite visual expression of expected outcome.

**Product Manager / Project Manager – Marketplace and Data Insights**

**MERQBIZ (Recovered Paper Services Startup), El Segundo, CA | January 2019 – June 2019**

- Led collaboration efforts with cross-functional business, operations, and tech teams to execute on eight (8) pivotal integration initiatives including Tableau and Salesforce tools to align with new strategic direction and gain stakeholder buy-in.
- Implemented agile processes for a team of nine (9) engineers to deliver faster iterative releases on the B2B Magento Marketplace platform enacting scrum ceremonies and artifacts in sprint cycles; refinement, planning, daily standups, reviews and retrospectives.

**Product Manager – Customer Relationship Management (CRM) Tools**

**AYA HEALTHCARE (Healthcare Staffing and Recruiting), San Diego, CA | November 2017 – August 2018**

- Owned strategic direction of API integrations between 3<sup>rd</sup> party services, increasing engagement marketing by 75%.
- Launched redevelopment of a new CRM tool to scale 10k+ accounts improving performance and stability enabling a cross-country Business Development sales team of 30+ to leverage client metrics and leads more efficiently by managing the full product lifecycle.
- Performed customer interviews to identify pain points and workflows to create product vision and 12 month roadmaps for short and long-term releases; owned backlog grooming and creation of new PRDs, user personas, epics, user stories, and Lo-Fi wireframes.
- Built consensus, regularly communicated progress, provided support, and ensured 100% completion rate of high priority items through collaborations with cross-functional onshore and offshore tech teams, vendors, sales and marketing business stakeholders.

**Project Manager / Product Manager – Software as a Service (SaaS) & Content Management System (CMS)**

**BROADRIDGE ADVISOR SOLUTIONS (FinTech Websites and Marketing Tools), San Diego, CA | September 2014 – September 2017**

- Managed development of 20± concurrent projects monthly providing financial advisors customized websites and product features hosted on a B2B2C proprietary SaaS CMS generating acquisitions, referrals, and increasing retention and revenue 50%.
- Ensured services met or exceeded expectations by actively listening and empathizing with clients to develop a deep understanding of business objectives and budget to help attract and convert prospects, service clients more effectively, and increase B2C sales.
- Researched project risks and provided process improvements increasing productivity and reducing duplicate efforts by training clients on CMS web technologies, and developing standardized communication templates and specification guidelines.

**Project Manager / Product Manager – Internet of Things (IoT)**

**ELEVATE DIGITAL (Street-Level Interactive Digital Media Advertising Startup), Chicago, IL | April 2012 – December 2013**

- Built customer engagement generating 12M+ impressions, 72,500 direct interactions with interactive screens, and increasing Facebook likes for one of the largest Midwest financial firms by leading the rollout of a digital software holiday ad campaign.

- Led product discovery, development, and launch of 100+ customized mobile apps and marketing ad placements on large digital media touch screen displays resulting in newly acquired contracts securing Elevate Digital’s network market presence with location partners.

### **Web Developer – Developmental Assessment Tools**

#### **RIVERSIDE PUBLISHING (Clinical and Educational Standardized Tests), Rolling Meadows, IL | June 2001 – December 2008**

- Collaborated with a team of 10+ engineers on the development of four (4) online formative assessment tools enabling United States school districts serving grades K-12 to promote improvements and student growth; coding in HTML, CSS, JavaScript, C++, and ASP.NET.
- Built front-end functional prototypes aided in RPF competitions that led to Riverside Publishing’s flagship formative solution, *Edusoft Assessment Management System*, selected by industry experts as the 2007 Codie Awards finalist out of 1,200+ nominations.
- Addressed client concerns, resolved technical issues and contributed to establishing new SOPs for accountability management.

### **Web Developer / Consultant – Ecommerce, Logistics, & Business Directory**

#### **MULTIPLE STARTUPS (Wellton Associates, TheSauce.com, and USatWork.com), Chicago, IL | September 1999 – April 2001**

- Created website prototypes and developer specifications for a warehouse management system utilized by a national logistics firm.
- Aided in the web design, development, and implementation of a Content Management System.
- Teamed up with back-end developers to design and code an e-Commerce site in HTML, JavaScript, CSS, and Macromedia Fireworks catered for wholesale food distribution allowing restaurant business owners to order supplies from distribution channels.
- Mentored and trained new hires in image creation and development workflow processes.
- Coded and designed front-end website templates utilizing HTML, JavaScript, CSS, and Macromedia Fireworks for a startup company offering subscription based website services to build out an online business directory.

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## **PROFESSIONAL COMPETENCIES**

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Product Management | Product Roadmap & Vision | Agile Scrum & Lean Kanban Frameworks | Product Lifecycle Management | Software Development Life Cycle | Customer Interviews | Product Requirements Documentation | Feature Definition & Prioritization | User Story Creation & Refinement | Lo-Fi Wireframes & Prototypes | Resource Management | User Personas | Market Research & Competitive Analysis | Product Strategy | Product Launches | Usability Testing & Usage Analytic | A/B & Multivariate Testing | Sales & Support Training

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## **TOOLS & TECHNOLOGIES**

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- Jira | Confluence | Google Suite | ClickUp | Google Analytics | Mixpanel | Balsamiq | Lucidchart | InVision | MS Office Suite + Visio | MySQL | Swagger | Postman | Basecamp | Macromedia Fireworks | Monday | Slack | Zoom | WebEx | Skype for Business
- HTML | CSS | JavaScript | jQuery | SQL | OAS OpenAPI Specification for REST APIs | JSON | YAML | XML

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## **EDUCATION & CERTIFICATIONS**

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- **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
- **Certified Professional Coach (CPC)**, ICA International Coach Academy | 2010