Camilo Bustos Reyes

Digital Product Manager · Applied AI for Product

Santiago, Chile · camilodesan@gmail.com · +56 9 9896 7300 · linkedin.com/in/camilo-bustos-reyes · cbustos.com

SUMMARY

Applied AI product specialist with 8 years across media and communications. Takes AI from idea to production with editorial judgment and AI-assisted development (Claude Code): at Teletón, shipped the text-and-voice AI assistant at memoria2025.teleton.cl and the AI bot on teleton.cl, both in real use. Brings SEO/SEM, analytics and team leadership. Founder of Divídela (restaurant SaaS, in commercial launch after a real-restaurant pilot) and AvanzaYa (a U.S. career site grown through SEO and sold in 2025).

CORE SKILLS

Applied AI & Building: Text and voice AI assistants · Claude API · ElevenLabs · Prompt design and output evaluation · AI-assisted development with Claude Code (Next.js, React, TypeScript, Supabase / PostgreSQL, Vercel) · AI-assisted SQL · Python (basic)

Product & Growth: Product strategy · Digital campaigns · SEO (on-page, off-page, technical) · SEM · Social media strategy · A/B testing

Data & Analytics: Google Analytics 4 · Search Console · Meta Business Suite · Chartbeat · Excel

Leadership & Other: Cross-functional team leadership · Vendor & stakeholder management · Security reviews with AI agents (Claude Code) · Adobe Suite

EXPERIENCE

Digital Product Manager · Teletón Chile

May 2025 – Present

Santiago, Chile · Promoted from Communications Journalist

- Lead the design, delivery and optimization of digital products and campaigns for Chile's largest national fundraising foundation, prioritizing the roadmap with analytics and performance data.
- Conceived and shipped memoria2025.teleton.cl, the foundation's interactive annual report with a text-and-voice AI assistant, and took it to production through security and QA reviews: 13 findings closed, tests grown from 194 to 400 and stable in a 100-user stress test.
- Shipped the Teletón 2026 campaign system, live at teleton.cl: the landing (since Aug 2026), a text-and-voice AI bot with its own backend (since Sep 2026), an admin panel with two-factor auth and a panel the press team uses to publish news without touching code (100+ automated tests).
- Diagnosed the Teletón TV YouTube channel (data since 2019) and set its content strategy (shorts to acquire, long-form to retain, a testimony series to convert): from 37k to 50k+ subscribers between June and September 2026 (public figure). Unlocked a year of pending anthem royalties and activated YouTube monetization, the first time the foundation had its own funds to promote content.
- Built internal tools with AI-assisted development: T-Llevo (the foundation's transport system, with automatic driver assignment: 94 trips requested and 129 passengers in its first month) and Métricas Sociales (7-platform analytics with weekly AI-written reports and a daily trend briefing).

Communications Journalist · Teletón Chile

Aug 2023 – May 2025

Santiago, Chile

- Led digital strategies and content for the foundation's national campaigns.
- Championed generative AI (Runway) in campaign content, including the animated revival of the foundation's mascot, Teletín, before being promoted to Digital Product Manager.

Founder & Product Lead · Divídela

Jan 2026 – Present

Restaurant SaaS · Santiago, Chile

- Shipped a production restaurant SaaS where guests order and split the bill by QR, with real-time panels for kitchen, waitstaff, cashier and admin, using AI-assisted development (Next.js, Supabase, Vercel).
- Ran a pilot with a real restaurant in 2026 and moved to commercial launch, defining pricing, unit economics and product roadmap.

- Shipped an AI-powered menu importer (Claude API) that turns a photo or PDF menu into a structured catalog in minutes.

Founder · AvanzaYa 2022 – 2025

Career-guidance platform · U.S. Latino market

- Built and ranked a Spanish-language career-guidance site on Google in the U.S. market through self-executed SEO, targeting Latinos pursuing careers and universities in the U.S.
- Grew it into a monetized asset and sold the business in 2025.

Digital Content Director · Radio ADN (Prisa Media) Jan 2022 – Aug 2023

Santiago, Chile

- Grew organic search traffic ~64%, from ~1.3M to ~2.1M monthly visits (peak 2.4M), per SEMrush, while leading the station's digital strategy.
- Directed an interdisciplinary team of 20+ and coordinated national and international content and growth strategies with Prisa Media.
- Brought AI into the newsroom in 2023: conceived and produced Chile's first interview with a historical figure recreated with AI (Steve Jobs), amplified across the Prisa Media network.

Digital Journalist · Teletón Chile Jul 2021 – Dec 2021

Santiago, Chile

- Designed and ran digital strategies to grow the national visibility of Teletón's 14 rehabilitation institutes.
- Led the digital amplification of the national campaign close.

Head of Digital Trends · RDF Media Dec 2020 – Jul 2021

Santiago, Chile

- Scaled the SEO and Meta advertising model I created at Tele13 Radio across the group's 5 radio stations, growing their digital audiences, and ran Meta paid campaigns and managed SEO/SEM.

Community Manager · Tele13 Radio (RDF Media) Jun 2018 – Dec 2020

Santiago, Chile

- Created Tele13 Radio's SEO strategy and its Meta advertising strategy, the model later rolled out across RDF Media's other stations.
- Produced editorial social content and analyzed web and social metrics to grow audience.

SELECTED PROJECTS

Digitón anthem · from an AI mockup to the official song 2025

- Composed the AI mockup (Udio) that became Digitón (Teletón 2025), the first original anthem of the Digitón, recorded by Gino Mella, released on Spotify and used in 542 TikTok videos and 118 Instagram reels. Installed the concept of the Digitón as everything digital (social, site and stream), and 2025 was its best year in digital reach, with a record 233,570 unique viewers on Twitch.

Security reviews with AI agents · own and third-party platforms Apr – Aug 2026

- Asked AI agents (Claude Code) to run 10+ authorized security reviews of my own platforms and of third-party ones with permission, turned the findings into prioritized fix lists and had each fix rechecked.

TEACHING

Lecturer · Universidad Finis Terrae 2023 – 2025

- Guest lecturer in SEO/SEM, social media strategy and data analysis in the M.A. in Strategic & Digital Communication and a Digital Strategy diploma (2023 – 2024), and undergraduate lecturer (2025).

EDUCATION & LANGUAGES

B.A. in Journalism, Universidad Finis Terrae · Spanish (native) · English (intermediate B2, in active training)