

# ELENA MARIA PIECH

Marketer, Product Manager, & Insights Researcher

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## EDUCATION

### Ithaca College, 2019

**Major** / Emerging Media (B.S.); (3.9 GPA)

**Minors** / Journalism & Politics

**Scholarship** / Park Scholarship, merit scholarship for excellence in media, leadership, and community service

## SKILLS

**Production** / Adobe After Effects, Audition, InDesign, Lightroom, Photoshop, Premiere, Autodesk Maya, Avid Pro Tools, & 360° Video

**Other** / AP Style, Axosoft Scrum Software, Conversational Spanish, Design, Experience Design, Google Suite, Microsoft Office, Reporting, Research, Project Management, Public Speaking, Social Media, SEO, User Research, Wordpress, World Building, Writing, & 3D Printing

## HONORS & AWARDS

**Games for Change, Mentor** / Winter 2021

**XR for Impact Incubator, Mentor** / Fall 2020

**Cannes Festival XR Hackathon Semifinalist** / Summer 2020

**Regional Emmy Nomination, "MLK and the Civil Rights Movement"** / Fall 2019

**New York Broadcasters Association, Best Public Affairs Series** / Spring 2019

**TEDx Talk Speaker** / Fall 2017

## INTERESTS



Augmented Reality



Virtual Reality



Street Photography



User Research

## WORK EXPERIENCE

### The Glimpse Group, a VR/AR Platform Company

**Senior Marketing Manager** - Aug. 2020 - Present

**Marketing Manager** - July 2019 - July 2020

**Marketing Intern** - May 2018 - August 2018

- Developed comprehensive brands for a VR & AR platform company and its eight subsidiaries.
- Worked closely with C-Suite and General Managers to create marketing assets – increasing quantity and quality of videos, websites, articles, graphics, and decks.
- Led correspondence with an external PR agency for a 200% boost in press coverage.
- Increased digital engagement by 400% in 12 months.
- Leveraged background in design and user research to form and co-lead an internal UI/UX team, which now consults for upcoming experiential developments.

### Product Development & Project Manager - PostReality

June 2020 - Present

- Analyzed change in market demand to direct new lines of product development and business sales strategy for this Glimpse Group subsidiary company.
- Conducted industry research and market projections.
- Managed a team of 10 and built wireframes for a series of mobile apps to help people struggling with addiction.

### Digital Strategist - DCDB Group

Sept. 2019 - Oct. 2020

- Created media that improves brand awareness, and grows business inquiries, including a 300% year-over-year.
- Produced a biweekly webseries and podcast focused on energy and supply chains with a 5K weekly audience, including leaders from Tesla, GE, and govt. organizations.

### Research Assistant - Cornell University

Dec. 2018 - May 2019

- Researched at Cornell's Virtual Embodiment Lab, a lab exploring how VR affects how people understand themselves, others, and the world around them.
- Worked on a study to compare how people perceive temperature in VR and 360° video environments.

### Creator and Producer - Bridged on WRFI Radio

June 2017 - July 2019

- Managed team of 12 to produce award-winning weekly stories for a Central New York radio station.
- Aired first-of-its-kind investigative content for station.

### User Experience Researcher - MegsRadio.FM

Aug. 2016 - Dec. 2017

- Analyzed user feedback to direct a mobile and web UI/UX redesign for a music application powered by machine learning and funded by the National Science Foundation.