

ELENA MARIA PIECH

Producer, Product Manager, & VR/AR/XR Person

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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 / Accelo, APStyle, Conversational Spanish, Budgeting, Design, Experience Design, Google Suite, Managing, Microsoft Office, Reporting, Research, Producing, Project Management, Public Speaking, Scrum, Social Media, SEO, User Research, Wordpress, World Building, Writing, and 3D Printing

HONORS & AWARDS

Augmented World Expo, Speaker / Fall 2021

Winter 2021 Games for Change, Mentor / Winter 2021

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

Experiential Producer - AMP Creative

March 2021 - Present

- Uses immersive AR & VR technologies to create learning and training experiences for some of the world's largest tech companies, retailers, and universities.
- Manages around 50-100K in project budgets per month.

The Glimpse Group, a VR/AR Platform Company

Senior Marketing Manager - Aug. 2020 - March 2021

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 - March 2020

- 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.