

ELENA MARIA PIECH

Emerging Tech Producer – VR/AR, Crypto, & Web 3.0

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

HONORS & AWARDS

South by Southwest, Speaker / Spring 2022

Augmented World Expo, Speaker / Fall 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



Blockchain Gaming



User Research

WORK EXPERIENCE

QXR Studios, a Web3.0 Worldbuilding Studio

Blockchain & Business Strategist, September 2021 – Present

Community Engagement - November 2020 – August 2021

- Leads community, business development, and storyworld building for Metropolis Origins, an NFT card game on WAX.
- Proactively strategizes against trends in crypto and blockchain gaming to map out future growth plans.
- Executed strategies to achieve high player retention (31%) and smart use of NFT assets, leading to the card game being voted as a top blockchain game for 2022.

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 \$25-60K in project budgets per month.
- Working with a team of five to build an internal Innovation and Development department and setting goals for 2022.

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 and marketing initiatives for a startup that became the first publicly listed pure-play VR & AR company on the NASDAQ.
- Led collaborative effort with an external PR agency resulting in 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.
- Led product development and project management for a Glimpse subsidiary developing an AR SAAS product.

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.

Creator and Producer - Bridged on WRFI Radio

June 2017 – July 2019

- Managed 12 journalists and produced award-winning investigative stories for a New York radio station.