

# 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 + Spring 2023

**United Nations, Immersive Storytelling Workshop Speaker** / Fall 2022

**Augmented World Expo, Speaker** /  
Fall 2021 + Spring 2023

**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

### ZeroSpace, a Metaverse Studio + R&D Lab Creative Producer, April 2022 – Present

- Manages a team of 7 and executes on innovative projects involving real-time 3D experiences built in Unreal Engine.
- Produces, develops new business, and researches new workflows for a variety of 3D projects – XR, motion capture, avatars, virtual worlds, photogrammetry, in-person activations, and more.
- Directs R&D initiatives and PoC development with partners like Unreal, Disguise, Fortune 500s, and NYC cultural institutions.

### QXR Studios, a Web3.0 Worldbuilding Studio Blockchain & Business Strategist, September 2021 – April 2022 Community Manager - November 2020 – August 2021

- Led community, business development, and storyworld building for Metropolis Origins, an NFT card game on WAX.
- Participated in the ZK Advancer Accelerator and received \$200,000 USD seed funding from Animoca Brands.
- 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 – April 2022

- Used immersive AR & VR technologies to create learning and training experiences for some of the world's largest tech companies, retailers, and universities.
- Managed around \$25-60K in project budgets per month.
- Built an internal Innovation and Development department.

### 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.

### 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.