

ELENA MARIA PIECH

Content Creator & Immersive Experience Designer

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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

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

GLAAD Campus Ambassador / Fall 2017 – 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 - August 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 turn ideas into marketing assets – increasing 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 Manager - PostReality

June 2020 – Present

- Analyzed change in market demand to direct new lines of product development and business sales strategy for an AR company.
- Pivoted product focus from academia to AR branding activations for clients in food and beverage industry.
- Conducted industry research and market projections.

Digital Strategist - DCDB Group

Sept. 2019 – Present

- Created media that improves brand awareness, and grew business inquiries by 300% YOY.
- 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.