**Piera Van de Wiel** piera.vandewiel@gmail.com 07871259867

***Education*** *New York University, TISCH SCHOOL OF THE ARTS* **|** New York, NY *August 2013-May 2017*

**Bachelor of Fine Arts (Honors), Degree in Drama: Minor in Music, and Minor in Business**

 **Entertainment, Media and Technology**

***Work Experience***

*HERS MAGAZINE April 2019– present*

**Staff Writer**

* Interview award winning artists, Tribeca film festival’s Robin Cloud, SXSW and Sundance’s Lily Baldwin

*OSSA COLLECTIVE August 2017- April 2019*

**Contributing writer/freelance**

Interview NGOs, and female led companies, and also celebrities, exclusive with Gloria Reuben after film “Lincoln”

*PRINCESS GRACE FOUNDATION USA June 2019*

**Social Media Coordinator**

* Managed and strategized social media postings for the Monaco TV Festival
* Red carpet experience interviewing stars

**Production Coordinator** *October 2018*

* Aided the management of the “Tribute To Princess Grace” in Monaco
* Organized schedules, managed Princess Grace Award winners and talent attending

**Board Member of the Princess Grace Foundation Guild** *August 2019- Present*

*ASPIRE ARTEMIS FOUNDATION 15th March 2019*

**Performer and Speaker at the United Nations Headquarters in New York**

* Sang my original music pertaining to women issues on International Women’s Day
* Spoke on the importance of Arts in the new launch of STEAM at the UN

*BARUCH GAYTON ENTERTAINMENT October 2017 – August 2019*

**Production Coordinator**

* **Stadium of Fire –** arranging production schedules, handling VIP band “One Republic”

*KELLY ASHTON PRODUCTIONS January-March 2018*

**Executive Assistant**

* Arranged schedule, meetings in the film industry for the development of major feature films with producers and executive producers

*BAFTA (BRITISH ACADEMY OF FILM AND TELEVISION ARTS) October 2017*

**Talent Wrangler for the BAFTA Britannia Awards in Los Angeles**

* Time managed Emmy award winner Dick Van Dyke
* Escorted him down the red carpet to secure his Press Interviews

*ELEVEN SEVEN MUSIC GROUP, NYC January-May 2017*

**Digital Marketing and Publicity Assistant/intern**

* Calculated Digital Reports of Artists, seeing the trends in their social media using Next Big Sound,

 and tracking the trends of the number of streams they get using Spotify Analytics.

* Collected Press Information and blasts for A&R
* Researched Publicity outlets and contact information using Publicity Program Cision
* Collated information from all departments to put together Press Releases for the Artist
* Organizing a marketing plan for new artist to the label

*FUSION FILM FESTIVAL, NYC September 2014-May 2017*

**Co-Director, Production and Publicity Manager, Head of Alumni Relations**

* Programmed Festival Launch event and Festival panels and Moderator and Production Manager of NBC’s Seeso TV show Take My Wife (with Head Writer Co- Executive Producer Shauna McGarry); Production Manager of Underground Screening from the WGN Network (with Co-Creator, Writer and Executive Producer Misha Green); Manager and Director of Panels: with Kelly Edwards (HBO Talent VP), our Woman of the Year Grammy award-winning Music Video Director Melina Matzoukas of Beyoncé’s “Lemonade.”
* Created and formed Marketing campaigns on Entertainment Industry Panels (including 2016’s Woman of Year Christine Vachon who produced Carol and Oscar winning film Boys Don’t Cry)
* Oversee all departments (Marketing, PR, Photo &Video, Programming, Submissions, Editorial, Sponsorship)

*LIZ LEWIS CASTING LTD May- August 2016*

**Casting Assistant/intern**

* Researched Talent for casting calls and auditioned them for films and TV shows
* Worked proactively with agents and clients using Casting Networks and Fast Capture
* Created and wrote script coverage for production companies and submissions of scripts

**ADDITIONAL SKILLS: FIS LICENSED SKI RACER (FEDERATION INTERNATIONALE DU SKI)**