

DANIEL INCANDELA

www.danielincandela.com | d8niel@gmail.com | 317.616.8918

CAREER SKILLS

- Global Digital Strategy
- Website redesign & launches
- Leadership/Management of creative & digital teams
- Digital Communications
- Demand Generation Strategy
- Global Content & SEO Strategy
- Global Agency Relationships
- Global Brand Management
- Executive Producer of film and photography

EXPERIENCE

Salesforce Marketing Cloud : **Senior Director, Global Brand & Digital Marketing**

OCTOBER 2013 - PRESENT

Director of Global Digital Marketing
DECEMBER 2012 - OCTOBER 2013

Senior Manager, Interactive
FEBRUARY 2012 - DECEMBER 2012

- Directed the website migration, rebrand, content audit, user research, UX/UI testing, demand gen strategy and all aspects of the new ExactTarget.com across 8 different global locations.
- Lead the brand and digital marketing strategy for the Salesforce Marketing Cloud partnering across the world to provide expertise in content, branding & digital marketing.
- Develop and build a 50-person Marketing team comprised of developers, designers, content producers, email/mobile/social specialists, and team of contractors, agency partners and external vendors.
- Oversee ExactTarget's brand & global online presence in emerging markets and existing offices, including London, Paris, Sao Paulo, Singapore, Sydney, Tokyo & US.
- Executive Producer of new digital content to support corporate initiatives through new video and photographic production, event apps and at venue digital experiences, & live video streaming.
- Create and implement the overall digital marketing strategy and roadmap, execute the roadmap to establish ExactTarget as a leading global presence.
- Utilize web analytics and testing to improve website functionality, with the goal of improving user experience, visitor conversion rate and customer engagement.
- Lead the innovation and consistency of the brand globally.

Indianapolis Motor Speedway: **Director of Online Strategies**

NOVEMBER 2010 - FEBRUARY 2012

Producer, Online Media and Strategies
MARCH 2010 - NOVEMBER 2010

- Oversee the online strategies for the Indianapolis Motor Speedway, and it's three events (IndyCar, NASCAR and MotoGP).
- Lead the e-marketing strategy for the Indianapolis Motor Speedway integrating social media, email campaigns, SMS and data capture.
- Work closely with the senior team to report on online initiatives, new digital relationships, revenue opportunities and metrics outcomes.
- Direct the new media team, photography department and video production for all visitor/fan focused experiences.
- Develop high profile new digital projects related to sponsor/corporate partnerships, such as IZOD and Verizon, including digital content sharing opportunities, social media planning, video content and live event production.
- Create and produce an at venue QR Code experience that brought consumers closer to the racing experience.
- Producer for all content and production for the exclusive Verizon IndyCar Mobile application.
- Executive Producer of thegreatest33.com, an award winning website developed in support of the Centennial running of the Indianapolis 500.
- Directed all aspects of web integration, including content production and management, live video streaming, digital photography, online ad revenue, social media and sponsorship fulfillment.

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EXPERIENCE

Indianapolis Museum of Art

Director of New Media

AUGUST 2007 - FEBRUARY 2010

Manager of New Media Projects

DECEMBER 2006 - AUGUST 2007

Manager of Educational New Media Projects

DECEMBER 2004 - DECEMBER 2006

- Created an unprecedented New Media department in one of the nation's largest art museums, building meaningful internal and external collaborations.
- Co-Creator and Creative Director of ArtBabble, (www.artbabble.org) an online video site featuring an advanced, educational approach to video content online.
- Executive Producer for an iPhone

Application developed as an exhibition experience, featuring video, narration, high res imagery, polling and Easter Eggs.

- Led the planning, development, implementation and management of web, new media and video-based initiatives, including the IMA Blog, iTunes U, Flickr, YouTube and content on the museum web site, imamuseum.org.
 - Developer and manager of an internal gallery space dedicated to the technology experience and feedback of visitors.
 - Director of in-house documentaries, commercials, trailers, live events and other video productions.
 - Experience producing video and coordinating collaborative projects in cities all over the world including New York, San Francisco, Paris, Rome, London, Singapore, and Madrid.
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EDUCATION

1995 - 1999

Indiana University at Indianapolis Bachelors of Arts in Anthropology

SELECTED ACHIEVEMENTS & EXAMPLES

- Brand Website for Salesforce Marketing Cloud | brand.exacttarget.com
- Awards won include; Webby, IAC, W3, Telly, Hermes, Communicator, EPIC and Web Marketing Association.
- 2011 The Digital Innovation Playbook: Creating a Transformative Customer Experience - Chapter Author.
- British American Project Fellow and named to Indianapolis Business Journal's Forty under 40.
- Accomplished speaker including presentations at the National Digital Forum, International Sculpture Conference, International Symposium on Electronic Arts, Association of American Museums and Museums and the Web.
- ExactTarget | www.exacttarget.com | Content migration, platform migration from .net to open source, redesign, new demand generation strategy, and full launch across 7 global regions.
- The Greatest 33 | www.thegreatest33.com | Online, fan focused site highlighting the 100 year history of the Indianapolis 500 – executive producer.
- ArtBabble | www.artbabble.org | Online, multi-institutional video art site – co-founder, executive producer.
- Personal | www.danielincandela.com | Blog, overview and resume.