

Daniel Incandela

Director of Online Strategies

NOVEMBER 2010 – PRESENT

INDIANAPOLIS MOTOR SPEEDWAY

- Oversee the overall online strategies for the Indianapolis Motor Speedway, and it's three events (Indianapolis 500, Brickyard 400 and Red Bull Indianapolis GP)
- Lead the e-marketing strategy for the Indianapolis Motor Speedway integrating social media, email campaigns and SMS
- 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
- Created and scripted an at venue QR Code experience that brought consumers closer to the INDYCAR experience
- Oversaw all content creation for the exclusive Verizon IndyCar Mobile application
- Developed and managed key vendor relationships, including new mobile websites for IMS and INDYCAR, livestream.com and live event production, digital relationships with our Los Angeles Entertainment office, content related to television broadcasts with ABC, NBC and Versus TV, and web agencies
- Executive Producer of thegreatest33.com, an award winning website developed in support of the Centennial running of the Indianapolis 500
- Led the creative development and implementation of a new Indianapolis Motor Speedway Corporate Media Site
- Directed all aspects of web integration, including content production and management, live video streaming, digital photography, online ad revenue, social media and sponsorship fulfillment

Producer, Online Media and Strategies

MARCH 2010 – NOVEMBER 2010

INDIANAPOLIS MOTOR SPEEDWAY & INDYCAR

- Produce online content strategies for the Indianapolis Motor Speedway, it's three events (Indianapolis 500, Brickyard 400 and Red Bull Indianapolis GP) and the IZOD IndyCar Series
- Provide new media and digital content creation support for the IZOD IndyCar Series, and international racing series – IndyCar.com
- Develop the social media strategies for Indianapolis Motor Speedway and INDYCAR
- Oversee the online presences for the Indianapolis Motor Speedway and INDYCAR including Facebook, Flickr, Twitter and YouTube

Director of New Media

AUGUST 2007 – FEBRUARY 2010

INDIANAPOLIS MUSEUM OF ART

- Created an unprecedented New Media department in one of the nation's largest art museums
- Co-Creator and Creative Director of ArtBabble, (www.artbabble.org) an online video site featuring a high-definition video player and a ground-breaking approach to video content online
- Executive Producer for iPhone Application developed as an exhibition experience
- Developed innovative technologies and content delivery methods
- 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 institutional web site, imamuseum.org
- Developer and manager internal museum space dedicated to the technology experience of visitors
- Director of in-house documentaries, commercials, trailers and other productions
- Developed in-gallery experiences to promote visitor interaction and education
- Managed staff, budgets and timelines for projects in collaboration with internal and external resources
- Experience shooting video and coordinating collaborative projects in cities all over the world including New York, San Francisco, Paris, Rome, London, Singapore, and Madrid

Manager of New Media Projects

DECEMBER 2006 – AUGUST 2007

INDIANAPOLIS MUSEUM OF ART

- Served as Project Manager for exhibitions and video productions
- Supervised project teams and budgets
- Determined technology needs for projects and exhibits
- Directed and produced online and offline video projects including scheduling, scripting, shooting and editing for local, national and international shoots
- Managed a university partnership allowing students to produce digital content including an e-postcard series, streaming text displays, narrative video tours and an audio guide
- Served on the Web Development team that supervised a complete website, providing online visitors with rich, digital media experiences

Manager of Educational New Media Projects

DECEMBER 2004 – DECEMBER 2006

INDIANAPOLIS MUSEUM OF ART

- Served as New Media representative on all project teams
- Created new media projects including listening stations, videos, touch screen kiosks and Directed a video series shot on location in Havana, Cuba
- Managed consultants and vendor relationships associated with project work to ensure maximum value for expenditures and to develop collaborative relationships

- Supervised the New Media Studio; responsible for video duplication and conversion, documentation of live events, DVD authoring, podcast and audio production, original video documentaries and high definition video conferencing

New Media Producer

JULY 2003 – NOVEMBER 2004

INDIANA STATE MUSEUM

- Developed and implemented plans for technology presentations and installations
- Provided video support to internal departments – this included live events, location shoots, archival preservation and consultation for edited video products
- Developer and project leader for annual summer classes on video production

Distance Learning Technician

JUNE 2002 – JULY 2003

INDIANA STATE MUSEUM

- Maintained, organized and operated video conferencing equipment
- Wrote, produced and directed hour-long live educational programs, taught and operated DV camera for events
- Wrote successful proposal to acquire in-house video editing equipment used to produce video for exhibits, education, marketing and institutional documentation

EDUCATION

1995 - 1999 Indiana University at Indianapolis

Bachelors of Arts in Anthropology

Minor in Philosophy

Overall GPA – 3.63 Within Major – 3.8+

Received Anthropology Award for Outstanding Student

- Awarded grant to conduct research with documentary photography in Greece and Turkey at various ancient archaeological sites
- Presented at the Indiana University Museum Symposium
- Received grant to create a cultural exhibit highlighting the history of a local neighborhood and its rich jazz heritage

SELECTED ACHIEVEMENTS

- 2011 The Digital Innovation Playbook: Creating a Transformative Customer Experience - Chapter Author
- 2011 IAC and W3 Award for *The Greatest 33*, Best Events Website
- 2010 British American Project Fellow
- 2010 Museums and the Web, Best of the Web Overall Winner, ArtBabble
- Named to Indianapolis Business Journal's *Forty under 40*, 2010
- American Association of Museums (AAM) Muse Award Winner, ArtBabble, 2009
- Co-author and presenter, *Seeking Balance in the Online Video Landscape*, Indianapolis, Museums and the Web Conference, 2009

- Keynote speaker, National Digital Forum, Wellington, New Zealand, 2009
- Invited speaker, International Sculpture Conference, Princeton, 2009
- Invited speaker, Pecha Kucha Night, London, British Museum, 2008
- Invited speaker, Handheld Conference, London, Tate Modern, 2008
- *Cramming Aesthetics, Art Appreciation & Education Into a Fun Museum Experience*. Paper presentation at the 2008 International Symposium on Electronic Arts in Singapore
- Best of Web winner at Museums and the Web conference for the *Roman Art from the Louvre* webisodes project, 2008
- Webby Honoree for the *Roman Art from the Louvre* webisodes, 2008
- Telly Awards Winner, 2008
- Communicator Awards Winner, 2008
- EPIC Award Winner, 2008
- Co-author and presenter, *Starting a Digital Revolution*, San Francisco, Museums and the Web Conference, 2007
- Narrator on ASPECT: The Chronicle of New Media Art, vol. 10 DVD, 2007
- *Melding New Media Magic into the Museum of the Future*. Boston, American Association of Museums Conference, 2006
- Presented “Technology and the Great Outdoors” at 2005 American Association of Botanic Gardens and Arboreta Conference

PROFESSIONAL SKILLS

- Extensive use of Adobe Creative Suite including Premiere
- Years of experience shooting video in standard and high definition formats using a variety of Canon camera products
- Expert use of social media and networking sites such as iTunes, YouTube, Flickr, Facebook, Twitter and WordPress
- Experience using CMS (.Net, Drupal and Joomla) including light html
- Comfortable with project management software and IT ticketing systems

WORK SAMPLES

- **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
- **Leading museum video producer** | www.artbabble.org/partner/indianapolis-museum-art | Executive producer and director of all video productions
- **IMA Blog** | www.imamuseum.org/blog | Leading museum blog – creator
- **TAP** | www.flickr.com/photos/imaitmyart/sets/72157622312724970/ | Executive producer of iPhone/Touch exhibition application
- **Personal** | www.danielincandela.com | Blog, overview and resume