



## CONTACT

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## PROFILE

Daniela Capistrano (She/They) is the president of **DCAP MEDIA**, a boutique agency based in New Orleans since 2015. They are a digital strategist, business development consultant, curator/programmer, and educator. Since 2010, Daniela has curated and produced over 50 events nationwide as the **POC Zine Project**. Their work has been archived by The Library of Congress & has been referenced in multiple publications. As **DCAP MEDIA**, they have been supporting B2Bs and B2Cs with S.M.A.R.T. growth goals since 2013. Daniela is an active board member with Fund 17, and they are passionate about supporting local business, education, and creative ecosystems.

# DANIELA CAPISTRANO

## EXPERIENCE

### DCAP MEDIA LLC

OWNER & FOUNDER | 2013 - PRESENT  
*STRATEGIC REBELLION. MEASURABLE RESULTS.*

**SERVICES: BUSINESS DEVELOPMENT CONSULTING, DIGITAL STRATEGY, SOCIAL MEDIA MANAGEMENT, CONTENT MARKETING & ADS MANAGEMENT, BRANDING, WEB DEVELOPMENT, AND VIRTUAL EVENTS PRODUCTION.**

- #TransLash Media (2019 - present)
- The New York Women's Foundation (2019 - present)
- Parkway Bakery & Tavern (2017 - 2021)
- PBS Series REEL SOUTH / UNC-TV (2018 - 2019)
- The Overlook Film Festival (2018)
- Wikimedia Foundation (2017)
- Transhack.org (2015 - 2016)

### POC ZINE PROJECT

FOUNDER / CHIEF CURATOR | 2010 - PRESENT  
*MISSION: MAKING ZINES BY BIPOC EASY TO FIND, DISTRIBUTE, AND SHARE.*

- Publisher and sponsor of Bulbancha Is Still A Place zine in New Orleans (2018-2020).
- Curated and produced over 50 events nationwide in gallery, performance, and educational spaces since 2010.
- Partner with brands such as Ace Hotel New Orleans to create culturally competent installations & events.
- Mobilized volunteers, donors, and community partners through social media campaigns to produce a nationwide POC ZINE PROJECT interactive tour in 2013.

## CORPORATE EXPERIENCE

### CURRENT TV / AL JAZEERA AMERICA

SENIOR PRODUCER, DIGITAL CONTENT & COMMUNITY  
TERM: 2010-2013

### MTV NEWS / MTV NETWORKS

SENIOR DIGITAL PRODUCER

TERM: 2006-2010

*INTERIM EDITORIAL DIRECTOR FOR MTV TR3S DURING 2010 REBRAND*

**FREELANCER (MTV NETWORKS, ATLAS MEDIA, DISCOVERY HEALTH, ETC.)**

IATSE LOCAL 700 AE, PRODUCTION COORDINATOR  
TERM: 2006-2015