
CAMILA WANDERLEY MENDONÇA

EDUCATION

SYRACUSE UNIVERSITY, NY – BA IN WRITING & RHETORIC AND FOOD STUDIES –
2016 - 2020

Thesis "The impact of the Slow Food movement in Italian foodways"; Travel editor and writer for The International magazine; Head of Language Outreach for BRASA.

EAE BUSINESS SCHOOL, MADRID – MASTER'S IN RESTAURANT AND F&B
MANAGEMENT – 2020 – 2021

Thesis "ANANA:" A business plan for a Caribbean restaurant in Portugal

EXPERIENCE

COPYWRITER (2019-PRESENT)

* Freelance SEO writer of travel, F&B and hospitality articles for various publications and companies. Current contributions include Pilot Plans, Devour Tours, Capital A List, Boutique Vibes, etc.

FEATURED WRITER, REVISTA DIVERSO, (2021-PRESENT)

Contributing articles to luxury lifestyle magazine in Brazil. Focus on F&B and travel feature pieces.

NEWSLETTER MANAGER, REVISTA DIVERSO, (MARCH-PRESENT)

Plan, curate and write content for bi-monthly newsletter of luxury lifestyle magazine in Brazil. Contact writers and companies for advertorials, design the newsletter, manage subscriptions, ROI, etc.

INTERN, CRIS BIAGGIONI VIAGENS ESPECIAIS – BH, BRAZIL – 2018

Confirm client reservations for hotels and restaurants; Write travel itineraries for major European cities; Update restaurant and hotel recommendation list.

AMBASSADOR, NUBA – MADRID, SPAIN – 2020-2021

Find new clients for luxury tourism company; Suggest and create travel itineraries based on the client's profile; Translate travel guides.

INTERN, POZO DIVINO – FLORENCE, ITALY, 2019

Run social media accounts of wine cellar, assist on wine tastings.

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e: camwanderley@gmail.com

Portfolio: <https://camilawanderley.journoportfolio.com/>

EXTRAS

- Fluent Portuguese and Spanish, advanced Italian;
- Social Media Marketing Specialization from Northwestern University;
- SEO / Google Analytics / Adobe InDesign;
- WSET Level 2 in Wines, EBS Bartender Course;
- Interests: hotel and restaurant design, cocktails/mixology, luxury travel.

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