

Wandering Donut

TRAVEL. FOOD, PHOTOGRAPHY. DONUTS.

ABOUT WANDERING DONUT



@WANDERINGDONUT

37,500 Followers



DANA WILLIAMSON, The Australian travel and food content creator focused on showcasing underrated, unique and realistic travel to inspire a constantly growing and loyal worldwide audience. Bringing a fresh, honest and relatable perspective to life through fun, vibrant images and storytelling.



STATISTICS - DEMOGRAPHICS - ANALYTICS

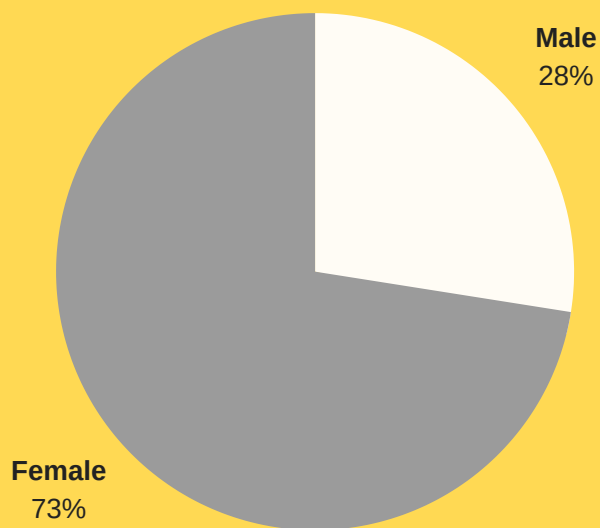
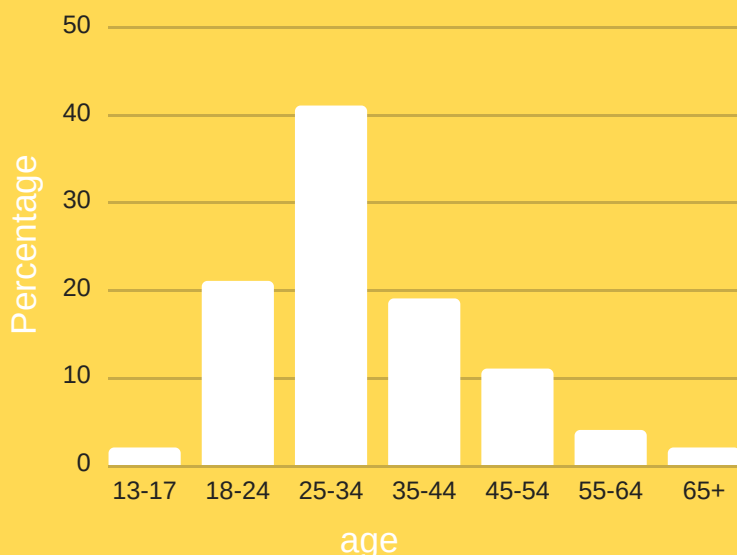


TOP COUNTRIES

- Australia
- USA
- United Kingdom

TOP CITIES

- Sydney, AUS
- Newcastle, AUS
- London, UK





WWW.WANDERINGDONUT.COM

50% increase in page views



/WANDERINGDONUT

754 fans



@WANDERINGDONUT

4,700 followers



/WANDERINGDONUT

10,000 monthly viewers



DANA WILLIAMSON

4000 monthly impressions



@WANDERINGDONUT

still figuring it out

FEATURED ON

Daily Mail

"The realest travel blogger in Australia"

Experience Oz - Travel writer

NSW / Sydney Experience Expert

The Travel Bootcamp

Student success stories

Pangea Dreams

Youngest Trip Leader / Guide 2019

Influence by fit.by podcast

Launch Episode - wanderingdonut

GoPro ANZ featured Photographer

July 2020



SPECIALTIES

High Quality Content Creation :

Product/Destination Images |
Product/Destination Video
(image rights and marketing use)

Instagram / Other Platforms :

Posts | Stories | Reels | IGTV | Takeovers |
Youtube Video | Giveaways

Writing :

Blog Posts | Guest Blog Posts | Reviews

Talent :

Brand Ambassador | Model | Actress |
Guest Speaker | Event attendance

TESTIMONIALS

"Dana does so much for the brand and always goes above and beyond. Her images are awesome; nailing the positioning of our cases, we love the movement in some of the shots and the way she matched her skirt with the case. Looking forward to working with Dana long term"

- American Tourister AUS NZ

"while our media guests have made the Solomon Islands look adventurous, culturally rich, historical, a diver's paradise, etc etc, your video clip also makes it look like fun and I honestly can't think of nay one doing that before.

Thanks again for everything"

-Visit Solomon Islands

BRAND COLLABORATIONS

TRAVEL

- **Tourism Philippines x Cebu Pacific Air :**
Beach Bum Academy 2017
- **Cebu Pacific Air :** 2019, 2020,
CebTravelSquad Event Guest Speaker
- **Life Before Work:** Yachtlife 2018/2019 ,
Philippines 2020
- **Port Douglas Daintree Tourism:** 2017
- **Visit Solomon Islands:** 2019
- **Dream Cruises - Explorer Dream :** 2020
- **TomTom Drivers GPS x Australia :** 2020
- **Australia x Stayz Roadtrip Pledge:** 2020
- **Destination NSW x SYDNEY:** 2020



PHOTOGRAPHY

- **GoPro:** ambassador, featured photographer, award winner
- **SONY:** RX100M6 2018 campaign
- **Google Pixel:** #teampixel ambassador

APPS

- **Adobe:** Premiere Rush App sponsorship
- **TikTok Australia**
- **Skyscanner**
- **Qantas Frequent Flyer**
- **Tinder Festival Mode:** FestivalX, BTV

FOOD

- **Krispy Kreme**
- **Taco Bell**
- **Cookie Time NZ**

TALENT AND EVENTS

- **Tourism Philippines x Cebu Pacific Air -**
Cebu and Siargao major campaign TALENT
- **Tinder x Beyond The Valley New Years**
Social Media campaign TALENT
- **Bumble Australia** 2020 online ad
- **SnapChat** Real Friends Online
- **American Tourister** Ambassador
- **London Fashion Week** 2018
- **National Geographic x Optus** app launch
- **Redbull x Stike Bowling**

