

TRAVEL. FOOD. PHOTOGRAPHY. DONUTS.

Wandering Donut

HEY, I'M DANA WILLIAMSON

The Australian travel and food creator focused on showcasing underrated, unique and realistic travel.

Bringing a fresh, honest and relatable perspective to life through fun, vibrant images and storytelling from her home in NSW to all around the world.



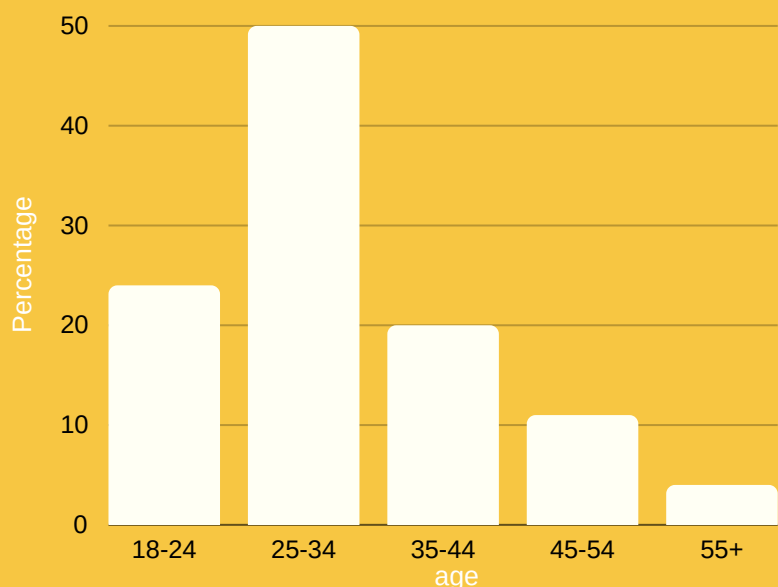
34,400



@wanderingdonut



23,300



TOP COUNTRIES

- Australia / NZ
- USA
- United Kingdom

TOP CITIES

- Sydney, AUS
- Newcastle, AUS
- Melbourne, Aus



WWW.WANDERINGDONUT.COM

3000 average monthtly page views



@WANDERINGDONUT

974.500 likes



/WANDERINGDONUT

1000 followers



/WANDERINGDONUT

5000 monthly impressions



/WANDERINGDONUT

30,000 monthly viewers



@THEWANDERWORKSHOPS

500+ creator students



WHAT MAKES DANA DIFFERENT

After launching as a humble travel and food blog back in 2015, and shortly after being named by Daily Mail as "the realest travel blogger in Australia", Dana has evolved into an award-winning Travel Photographer, creator and mentor.

During the early stages of Wandering Donut, Dana graduated High School with a Certificate III in Tourism and soon after completed her Diploma in Event Management, which has given her a better understanding of the ins and outs of the travel industry beyond just the social media perspective as she navigated her way through. This has assisted her in creating a deeper connection with her community, self and clients.

She prides herself on being adaptable, communicative and always open to weird and wonderful experiences around the world. Not to mention, be a little weird and wonderful herself



FEATURED ON

Nikon Australia featured Photographer
International Women's Day 2022

Daily Mail

"The realest travel blogger in Australia"

Experience Oz – Travel writer
NSW / Sydney Experience Expert

New Zealand Tourism Conference
Tiktok Panel Expert

Pangea Dreams
Youngest Trip Leader / Guide 2019

PODCASTS
Influence by fit.by
Four Creatives
The Development Podcast

GoPro ANZ featured Photographer
and award recipient



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 she creates in the shots and the way she even matched her skirt with the case. Looking forward to working with Dana long term"

- American Tourister AUS NZ

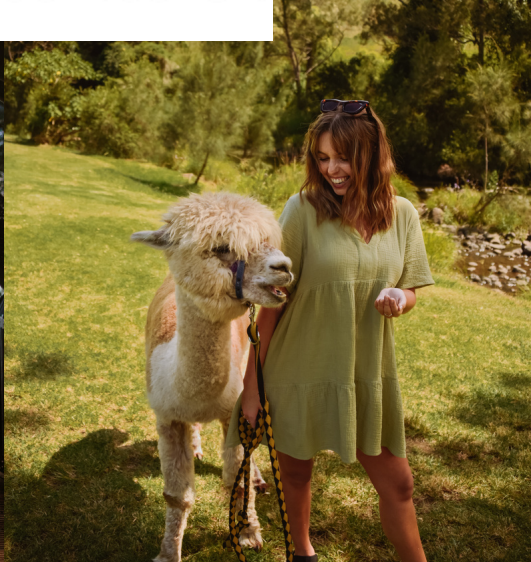
"While our media guests have made the Solomon Islands look adventurous, culturally rich, historical, a diver's paradise, etc etc, Dana's content also makes it look like fun and I honestly can't think of anyone doing that before.

Thanks again for everything"

-Visit Solomon Islands



PARTNERSHIPS. COLLABORATIONS. EXPERIENCE.



SPECIALTIES. SERVICES. OFFERINGS

High-Quality Content Creation :

Product/Destination Images | Short-form video | Regular video
(Usage to be negotiated)

Instagram :

Posts | Stories | Reels | IGTV | Takeovers | Giveaways

TikTok :

video | takeover | crossover | live

Other Platforms :

Youtube | Youtube Shorts | Pinterest | Threads

Writing :

Blog Posts | Blog links | Guest Blog Posts | Reviews

Above and Beyond :

Brand Ambassador | Talent | Guest Speaker | Event attendance

The Wander Workshops :

Courses | Coaching | Retreats | Photography Workshops | Consulting



CONTACT : wanderingdonut@gmail.com

PHOTOGRAPHY PARTNERSHIPS

Nikon



GoPro



SONY



logitech G



AMBASSADORSHIPS AND TALENT WORK



ACCOMMODATION COLLABORATIONS



FOOD, DRINKS AND DONUTS



WHAT ARE THE WANDER WORKSHOPS

After years of podcast interviews, guest speaking at events and conferences, co-hosting retreats around the world and becoming a trusted industry expert, Dana finally created her own online school/community; The Wander Workshops.

What came to life as a lockdown project to teach people how to be successful travel creators, quickly became so much more as it ignited a spark within Dana to not only make it a healthier and more inclusive industry from the creator side but build a stronger bridge with brands and agencies. Now, alongside blogging superstar @findingalex, they are offering services from courses and coaching to consulting and hosting.

The Wander Workshops is built around BALANCE. With a focus on transparency, embracing uniqueness and the importance of mental health to create stronger partnerships and connections, endless opportunity and long-term success for the industry as a whole.

