



LANA RUFF

Wine Tourism - Communications Strategies - Project Management

📞 +351 925 908 933 ✉️ lanaruffpo@gmail.com in [linkedin.com/in/rufflana](https://www.linkedin.com/in/rufflana)

SUMMARY

Journalist with 10 years of diversified experience in the wine industry, WSET3 certification and solid background in content marketing and project management. Conceptualized the communication strategy for the largest wine e-commerce in Brazil, for which is working remotely as a part-time consultant. Has lived in Spain, France and Portugal while pursuing a Master's degree in Wine Tourism Innovation and studying collaboration-based policies in wine tourism as a resource for the sustainable development of rural areas.

PERSONAL INFORMATION

Based in: Porto, Portugal

Nationality: Brazilian

Date of birth: 15.08.1991

WORK EXPERIENCE

Winalist - January 2021 To Now

Part-time Business Developer (Remotely in Porto, Portugal)

- Manages the growth and development in Portugal of a free online booking platform focused on enotouristic experiences

Evino - October 2018 To Now

Part-time Professional Taster & Head Writer (Remotely in Tarragona, Bordeaux and Porto)

- Tastes and evaluates wine samples from across Europe for purchase decisions at one of Brazil's top wine importers
- Wrote a 400-page book on wine regions, service and production

Casa de Mouraz - September 2020 To November 2020

Assistant Winemaker (Dão, Portugal)

- Assisted with vineyard, winery and warehouse work

JM Wines - December 2019 To December 2019

Marketing Intern (São Paulo, Brazil)

- Coordinated a wine education program, taught and managed wine service for 200+ people in two weeks
- Helped develop sales strategies during holiday season
- Managed a sales partnership and wine service at French bistrot L'Aperô

Quinta do Convento de São Pedro das Águias - September 2019 To October 2019

Harvest & Winemaking Intern (Douro, Portugal)

- Assisted with vineyard, winery and lab work

Evino - March 2013 To August 2018

Sommelière & Head of Content (São Paulo, Brazil)

- Created the company's first ever work on branding and tone of voice
- Led a 8-person creative team, focusing on strategic planning for cross-channel content production in constant innovation
- Consistently managed goal-driven projects with multiple teams
- Conducted weekly meetings for a 30 person marketing team, establishing processes and marketing campaign strategies
- Designed and implemented a 40-hour long wine educational program for the staff, leading 3 other Somms

SKILLS

Enotourism Experiences Communications Strategies Leadership Public Speaking Sommellerie

Project Management

EDUCATION

Universitat Rovira i Virigili, Université de Bordeaux, Universidade do Porto - 2018 To 2020

Wine Tourism Innovation, degree: Master

Universidade de São Paulo - 2017 To 2018

Latin Language and Literature, degree: Bachelor (incomplete)

Universidade Presbiteriana Mackenzie - 2009 To 2012

Journalism and Social Communications, degree: Bachelor

LANGUAGES

Portuguese: Native

English: Native

Spanish: Professional

French: Professional

LECTURES

Guest Lecturer at Content Summit (São Paulo, Aug 2018)

conference titled 'Content Marketing beyond Social Media' for a 400 people audience

Opening Lecturer at 2nd International Research Workshop in Wine Tourism (Sep 2020, Online)

conference titled 'Wine tourism as a means towards economic viability for the wine industry in the Canary Islands: recommendations for a sustainable development' for a 50 people audience

Guest Lecturer at V Encuentro de AgroEnoturismo de Canarias (Nov 2020, Online)

conference titled 'Wine tourism in the Canary Islands: Challenges and Perspectives' for a 40 people audience

COURSES AND CERTIFICATES

WSET L. 3 - Wine & Spirits Education Trust (June 2017)

Biodynamics - Associação Biodinâmica de Portugal (Oct 2020 - present)