

Sophie Mendel

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EDUCATION

University of Michigan, Ann Arbor — B.A. in Communication and Spanish (2016)

Universidad Complutense de Madrid, Madrid, Spain (Spring 2015)

EXPERIENCE

Freelance Journalist, Editor, Copywriter (2025–present)

- Covering travel, lifestyle, restaurants, and hospitality beats
- Major clients include **Lonely Planet; TripAdvisor (Viator); The Michelin Guide; Business Insider; Four Seasons; Contiki**
- Long- and short-form ad, print, and digital content; sponsored content; copywriting/copyediting; newsletter; email marketing; social media; and more

Editor, Travel + Leisure (Dotdash Meredith) (2022 – 2025)

- Editor on the e-commerce team covering fashion, beauty, and hotels beat
- Source and manage freelancers; pitch, assign, edit, and publish stories based on monthly goals, SERP position, and revenue
- Test and review travel products; work with digital edit and performance marketing teams on hotel content
- Wide network of contacts in the travel space

Staff Writer, Credit Cards & Travel Rewards, LendingTree (2021 – 2022)

- Media-facing travel expert; interviewed and quoted by media outlets including Travel + Leisure, CNBC, Telemundo, Saving with Steve, Fox 25, ValuePenguin; TV, radio, and print interviews in English and Spanish

Freelance Travel Journalist and Copywriter (2019 – 2021)

- Copywriting: Major clients included Adventurous Kate and Pursuit Collections
- Founder of The Unbounded Traveler, personal solo female travel blog (www.theunboundedtraveler.com)
- Writing featured by Lonely Planet, Boots n All, Transitions Abroad, Hostelworld, Zicasso, and more
- Lifestyle and travel blogger at ChicpeaJC.com
- Content creator at ParkQuest National Parks Guide

Editor, Asher & Lyric Travel Blog (2019-2020)

- Editing and growing content for high-traffic travel blog, www.asherandlyric.com
- Assisting with conversion rate, SEO optimization strategies, e-commerce, testing and reviewing products
- Ghost-writing articles for online news outlets: Forbes, News.com.au, Q Voice News, Asher & Lyric

Travel Consultant, Liberty Travel (2018 – 2019)

- Sales, planning, and logistics for leisure travel at a multinational corporation

SKILLS AND ACCOMPLISHMENTS

Multilingual

- Native English, fluent Spanish, conversational Hebrew, French beginner, learning Arabic
- TEFL (Teaching English as a Foreign Language) certified

Digital Marketing

Experience with various CMS programs; SEO; e-commerce; copywriting; research and fact checking; competitive analysis; conversion rate optimization; tracking KPIs; HTML coding; email marketing; social media; image sourcing; presenting and public speaking

Professional Musician

Acoustic guitarist and vocalist at popular venues across New York City, Tel Aviv, Miami, Chicago, Atlanta, Detroit, and Ann Arbor for over 13 years

EXTENSIVE TRAVEL EXPERIENCE

Lived in five countries (USA, Israel, Ecuador, Argentina, Spain) and 11 cities; explored 53 countries throughout North America, South and Central America, Caribbean, Africa, Asia, Oceania, Europe, and the Middle East.