

DANIELA SFARA

ITALIAN CULTURAL ARCHIVIST & AUTHORITY - LESSER KNOWN ITALY
CULTURAL HERITAGE WRITER SPECIALIZING IN MADE IN ITALY BRANDS, CUISINE, TRAVEL, AND LUXURY LIFESTYLE NARRATIVES.

CONTACT

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SOCIAL @DANIELASFARA

PROJECT-BASED OPPORTUNITIES
AVAILABLE CANADA, USA, ITALY + INTERNATIONAL
20+ YEARS EXPERIENCE

TRAVEL READY

LANGUAGES ENGLISH ITALIANO

30 DAY METRICS

Social Views: 180K+
Interactions: 6.5K+ | Engaged: 3.5K+ | Visits: 1.8K+
Reach - Non Follower: 78.85% | Follower: 21.15%
Site Impressions: 10K+ | Unique Site Clicks: 600+
Average CTR: 2.3% - 3.3% | Top Locations: Canada, USA, Italy, UK

DANIELA'S WORK HAS TAKEN HER ACROSS THREE CONTINENTS AS A CULTURAL ARCHIVIST, BRAND MARKETING STRATEGIST, WRITER, STRATEGIC BRAND CONSULTANT, SPEAKER, CULTURAL CURATOR, AND CULINARY AUTHORITY.

A versatile creative professional with deep expertise in Italian culture, heritage brands, and literary storytelling. I bring a rare combination of high-caliber writing, intimate knowledge of Made in Italy craftsmanship, and strategic brand marketing experience. My work bridges the gap between true cultural narrative and commercial brand objectives — helping Italian brands tell their stories to the world, and helping international audiences fall in love with Italy's unparalleled excellences.

CORE SKILLS

- LONG FORM EDITORIAL WRITING
- TRAVEL JOURNALISM
- ITALIAN CULTURE, CUISINE & HERITAGE WRITING
- MADE IN ITALY BRAND STRATEGY & COLLABORATION
- BRAND MARKETING, CONSULTING & NARRATIVE DEVELOPMENT
- HOSPITALITY & ENTREPRENEURIAL CONSULTANT
- PUBLIC SPEAKING & MODERATION
- KEYNOTE PRESENTATIONS
- MEDIA APPEARANCES, INTERVIEWS & PRESS ENGAGEMENT

PARTNERSHIPS & ACCOLADES

- FOUNDER, ITALUS
- AMBASSADOR - SOUTHERN ITALY'S CULTURAL HERITAGE
- INTERNATIONALLY PUBLISHED AND FEATURED
- CIBPA WOMEN IN LEADERSHIP CHAMPION
- ACTING PRESIDENT IN CANADA, ELITE - ITALY'S HOSPITALITY EXCELLENCE ASSOCIATION
- SLOW FOOD ITALIA - AFFILIATE
- SLOW FOOD CANADA - NATIONAL COMMUNICATIONS & PROJECT LEAD
- PARTICIPANT - MEDITERRANEAN DIET SUMMIT, UNHQ



INDEPENDENT - FREELANCE PROFESSIONAL

Daniela Sfara is a Calabrian-Canadian cultural authority, literary writer and brand strategist specializing in southern Italy's food, heritage, and living traditions.

Born in Toronto to Calabrian roots which also span Lazio, Lombardia e Piemonte, Daniela has spent decades living and working in Italy — developing rare insider access to the artisans, producers, leaders, and communities who guard the country's most overlooked cultural patrimony, making her one of the few voices in the English-speaking world writing and speaking with true fluency.

She is the founder of ITALUS, the first next generation-led arché dedicated to regenerating southern Italy's identity across its global diaspora.

As ambassador of southern Italy's culture abroad, Canadian President of ELITE — Italy's Association of Hospitality Excellence, and national communications and project lead for Slow Food Canada, she bridges the Italian diaspora and Italy's territories through projects, education, culture, and international partnerships.

Her work spans culinary expertise and literary writing, cultural heritage documentation, speaking, and brand partnerships. She collaborates with universities, tourism programs, and regional consortia across Italy, Canada, and internationally, featuring leadership in publications across North America, Europe, Asia and the Middle East.

She is currently completing a heritage book on Calabria — the first of its kind to document the region's living food and cultural traditions for an international audience.

A sought-after authority and speaker representing Italy's lesser known corners, Daniela shares her infinite knowledge with audiences globally, genuinely connecting people to Italy not as a place to travel, but a home to invest in and return to.