



FREELANCE WRITER

VANESSA CHIASSON

I work with value-seekers.

My freelance writing resonates with readers who crave more from the content they consume. I add depth to short service pieces and bring warmth to essays and features in outlets like the *Toronto Star*, *Chatelaine*, *Cottage Life*, *Reader's Digest*, and *Canadian Geographic*.

I sculpt heartfelt stories that encourage readers to return again and again for positive, relatable, insightful pieces.

In an often tumultuous media landscape, I offer editors, publishers, and tourism board partners reassurance and results. I produce beautifully crafted freelance stories.

My work is shaped by diverse sources, meticulous research, and over ten years of experience specializing in travel and human interest narratives.

**Heartfelt Stories
Long Term Value
Enduring Partnerships**

Portfolio: vanessachiasson.com/portfolio.html

Email: VanessaChiasson@gmail.com

LinkedIn: LinkedIn.com/in/VanessaChiasson

Substack: vanessachiasson.substack.com

100+ collaborations with tourism boards, brands, and businesses

Winner: Travel Writer Of The Year
(Norfolk County, 2013)

Honourable Mention: Ottawa Tourism
Travel Writing Awards (2021)

Finalist: Canadian Online Publishing
Awards (2023)



TURNIPSEED *Travel*



Vanessa Chiasson & Ryan Wright

We're Vanessa and Ryan, an Ottawa based writer and photographer couple. We've been blogging about cozy, affordable travel adventures on Turnipseed Travel since 2012 and our rich, colourful content is supported by multiple large, engaged, active social media networks.

As one of the only travel blogs in the world to focus on cozy travel, we offer our partners a rare opportunity to leverage one of the most popular global lifestyle trends. In Denmark, they call it "hygge". In Sweden it's "mysig" and in Japan it's known as "mattari". We like to call it the most memorable, sustainable, and accessible way to see the world!

What We Do For You

Individuality: We work with you to create a custom campaign to get the best ROI for your budget.

Image: We'll strengthen or revamp your image through our inventive, value focused work.

Impact: Our targeted posts, SEO knowledge, and cohesive social media campaigns go the distance.

Influence: Let our phenomenal reach work to your advantage!

Imagination: Inspired content through storytelling & photography bring a creative new life to your brand.

Study 1: Norfolk County, Ontario

As the first travel bloggers hosted by Norfolk County, our inaugural press trip to the region was a smash success, generating multiple blog posts. One particular post, *The Golden Spruce of Norfolk County*, was so well received that Vanessa was honoured as the 2013 Norfolk Travel Writer of the Year.

Subsequent collaborations have included presentations at regional tourism conferences and the local Rotary Club, additional press trips, and ongoing collaborations to promote special events and Norfolk County now hosts dozens of bloggers each year.

Study 2: Hostelling International

We first collaborated with HI USA in 2013 with a well-received review of the Fisherman's Wharf (San Francisco) property. Since then, we have been invited back to work with HI USA in Boston, Cape Cod, Washington DC, and New York City.

The partnership has produced hundreds of pieces of social media content, blog posts, articles, and ongoing relationships at the Study Abroad and Global Citizenship Influencer Summit.



Readership:
41% American
28% Canadian

55% Female

Age 25-34: 27%
Age 35-44: 21%
Age 18-24: 17%
Age 45-54: 15%

- 24K Twitter Followers
- 72K Page Views/ 2023
- Traffic up 30% in 2024

100+ collaborations with tourism boards, brands, and businesses

Named to the White House's list of the top 100 most influential travel blogs in 2014

Founded 2012

turnipseedtravel.com

