

LEANNA BRESSAN

MultiMedia Journalist

Selected Work
2021 - 2023

Portfolio



TABLE OF CONTENTS

01

About Me

Learn about my recent accomplishments, volunteer experience, and what my long terms goals are.

02

Published Works

I have had several pieces published that range from creative non-fiction elements to feature pieces. I wrote and researched each piece and edited by the organization it was published under.

03

Social Media Management

A look at one of my most viral reels that I created the content, copy, and hashtags for to reach a new audience and increase the Instagram pages reach.

04

Photography

Some of my most notable photographic works where I used my knowledge of DSLR cameras and editing software programs to create pieces of art.

ABOUT

LEANNA BRESSAN



Leanna Bressan, Multimedia Journalist

LIFE & CAREER

I am a student at MacEwan University in the Bachelor of Communications program with a major in Journalism with a minor in Professional Communications.

Currently, I work as a Marketing Coordinator and Social Media Expert to provide businesses with social media analytics and content creation. I also produce a podcast called The Word Nerds at MacEwan University that is published through the Earth Common Journal. I am also a guest writer and host on the podcast as well.

In my career, I aspire to be a multimedia journalist and novelist. I hope to work for a major news broadcasting network or at a local print magazine.

I volunteer with The Griff, the MacEwan student newspaper and I have joined the Bolo Tie Collective in assisting with the editing and copy editing of their 2023 anthology. A story I have written will also be published under the same anthology. I will join their executive committee in the fall of 2023 to assist in planning events and publishing future anthologies.



Residence Life in Flux

Published in The Griff on March 31, 2022

An insight into how on-campus life was turned upside down due to the COVID-19 Pandemic.

You can read the full article on pages 2-4.

What My Body is Not

Published in The Bolo Tie Collective Anthology Volume 4 in September 2023

A Creative Non-Fiction element that I wrote and edited based on my experience in fat phobia and body shaming.

An excerpt from the story can be found on page 5.



What Happened Last Summer

Premiered on April 2022

A short video I assisted in creating and writing the script for. I also starred in it as Kat Hernandez. The video was meant to showcase social media's effects on women.

You can find excerpts from the script on page 6

Other examples of my published works can be found on my website.



Residence Life in Flux

MARCH 31, 2022

LEANNA BRESSAN

The COVID pandemic has had a significant impact on universities. From how they operate to which facilities have been able to remain open, and of course, to online versus in-person classes. Several protocols, which were listed on the MacEwan University website, were put in place to ensure the safety of the students and staff, such as wearing masks, routine sanitization between classes, restriction of people allowed in one area at a time, and social distancing regulations. Many of these restrictions have also been put in place at the on-campus housing, MacEwan Residence.

MacEwan Residence has had to put additional restrictions on top of what the University has already initiated in hopes of keeping COVID out of the building. The guest policy, which usually consists of three guests per resident in their room at one time, was shut down completely as noted on the MacEwan Residence website. Guests were not allowed within the building, with the exception of those assisting students moving in or out. Danielle Charbonneau, a former resident assistant (RA) at MacEwan Residence, indicated that the most challenging part was enforcing this policy. She found that having to escort guests out of the building was not something she had wanted to do but understood it was for the safety of others.

As a former RA myself, a challenging part about COVID restrictions was having to adapt to the safety regulations put in place for our programs and the inability to use many of their facilities.

MacEwan Residence also has dedicated facilities for entertainment and study rooms on each floor. Many residents utilize these rooms to make friends, host gatherings, and group study for exams. However, the facilities were quickly locked away as they became a petri dish for spreading COVID, thus restricting residents to the confines of their rooms. The theatre, games room, and spa room were also closed down, according to Charbonneau. However, that did not stop the RA's from putting on student programs to help their residents make friends and have fun. While the programs were mainly online, the Residence Life Team worked diligently to develop fun and educational programs that could cater to every student there.

Charbonneau described that the RAs utilized pre-packaged foods and online programs to create fun, interactive programs that left the residents satisfied and socialized. Programs have been put on weekly by RA's on every floor. Each program was designed to help students learn, grow, and have fun. The COVID pandemic may have impacted the method of programs, but not the energy that the RA's brought. Charbonneau, who had a hand in planning and executing the fall 2021 orientation week, stated that organizing the programs was a huge challenge for them. They made sure to cater to everyone's comfort levels so that all residents felt included. Charbonneau worked alongside the Residence Life Management team and a professional event planner to implement the safety protocols while still maintaining the same fun that residents yearned for.

It was fun and games, but the COVID protocols were still prominent for years. Both RA's and residents were beginning to feel the effects of confinement within early months. Mental health levels decreased as more people were unable to interact with people for extended periods, as reported by Huaman-Romani and co-authors in their research essay “Level of Depression of College Students with Binary Logistic Regression Model Approximation in Covid-19 times.” Charbonneau stated that she became depressed and found it hard to focus and stay motivated. Her work as an RA meant that she was living, working, and completing her final year of university from the confines of her bachelor's room.

A former resident, Cooper Helman, stated that he felt that there was a lack of social contact as a resident. He added that his grades suffered tremendously due to decreased in-person events and physical contact. However, both expressed that the MacEwan Residence Life team provided care and comfort to all residents and did their best to ensure they would still have fun.

COVID affected many aspects of society, including mental and physical health, physical contact, and fun activities. However, MacEwan Residence, being an on-campus housing, had a dual duty to maintain its fun programming and to encourage mental and physical health while also abiding by safety protocols. They took the challenge and made it better than some might have ever thought possible. Programs that combined safety with fun were nearly impossible, but the staff made it work. While they did have to close down several critical facilities in order to follow COVID protocols, the Residence Life team was able to make it all work.

Image credit: Danielle Charbonneau

Excerpt from "What My Body Is Not"



When I was ten, my class was lining up to leave. We slung our coats and boots on. My arms began to feel compressed and stiff in my knee-length puffy pink jacket. The class lined up in their respective groups, counting down the seconds until the weekend would finally begin when, across the room, a boy called to me.

“You must weigh at least two hundred pounds.” with glaring blue eyes and a hard laugh that traced every curve and crevice.

The class broke into laughter; even my friends failed at stifling their giggles. All I could do was look in the mirror attached to the door. Everyone could see my elephant-sized belly and chunky cheeks, and I knew that the flaws on my body were not something I could hide anymore. Everyone had noticed the bulge and tightness of my clothes. My peers thought of the same searing phrases that crept into my mind whenever I felt the pockets of fat suffocating my back or caught the glimpse of a double chin in my reflection. This public display of humiliation unlocked the door for months of fat-shaming.

My escape from this degradation came in the summer. It was short-lived. As I pulled my soaking body onto the pool ladder, my grandmother yelled at me from across my grandparent's pool, filled with relatives and friends, my Grandmother yelled at me that I needed a bigger swimsuit. My chunky body “poured out like jelly,” from my Hannah Montana two-piece. The next day a new full-body suit two sizes too big was lying on my bed with a note:

“You’ll grow into it”, my grandmother had scribbled on a bright yellow sticky note. My confidence cracked but stayed stout. The remainder of the summer was spent stuffing my oversized body into an even bigger swimsuit. The Hannah-Montana two-piece was taken out on trash day, along with my innocence.

Excerpts from "What Happened Last Summer"

A short video I assisted in writing and shooting. As well as starring at Kat Hernandez, based on Barbie Ferreira's character from Euphoria. The video focuses on the three different types of women you see portrayed in media,

Scene 14

INT. Interview Room - Kat & Regina

Kat

"The only reason we stopped talking to her is that it was all about her."

Regina

"Yeah like she didn't even talk to us about how we were doing. Everything was about her perfect life, her perfect boyfriend, her perfect show. Like, brag much"

Kat

"Yeah, and I think we ... we just kind of ... got fed up with how she was treating us. We... I mean ... I felt like no matter what we said, it wasn't good enough. Nothing was ever good enough for her. We weren't good enough for her."

Regina nods in agreement.

Scene 19

Everyone is silent

Kat

"Can I be honest with you? What I realized is that like...my whole life, all I've tried to do is take up less space. Tried to hide from guys, who might like, whisper to their friends, under their breath, as I walked by. I spent my whole life afraid people were going to find out that I was fat. But honestly, who gives a shit. There's nothing more powerful than a fat girl who doesn't give a fuck."

Regina

"We never cared that you were fat. We cared about how you valued us as friends. We love you for who you are not because of what you looked like. Right, Chanel?"

Chanel

"Yeah, I guess. I mean ... like ... [sigh] No, I never cared about what you looked like, unlike Chanel #5 [eye roll]. I just wanted more minions that I could use to achieve my ultimate goals..."

Kat and Regina glared at Chanel

Chanel

"Ugh fine. Yes, we never cared about what you looked like. It never even occurred to me that you didn't look exactly like me. Let's be honest, I'm not the most observant person. I'm a work in progress! Okay? Maybe I have to get all this bitch out of me before I can be the real me."

**Transform your
space into an**

Oasis

Js

LightTouch Permanent Makeup Studio

Freelance Social Media Marketer
February - November 2022

A permanent makeup studio that uses tattooing methods to create the perfect look without having to redo makeup daily.

They have Facebook and Instagram accounts that are posted regularly.



The Flaunt Group

Social Media Coordinator since May 2023

A company in South West Edmonton specializes in Interior Design and Real Estate. They also host their own e-commerce platform that sells home decor and luxury furniture.

They have three Instagram and Facebook pages, Youtube, Pinterest, LinkedIn, and Tiktok that are posted regularly.



West Edmonton Mall

Social Media Representative
October 2021 - March 2022

One of the largest malls in North America, they have a vast social media department comprised of several representatives.

My primary responsibility was for Ed's Bowling's social media pages, including Facebook, Instagram, and Twitter.

DREAMCATCHER™

NATURE ASSISTED THERAPY

A psychological practice located in Ardrossan that practices Animal Assisted Therapy. They are home to several farm animals and conduct tourism programs surrounding them as well.



dreamcatcher_therapy_intl Ensuring the health, happiness, and ethical treatment of our co-counsellors is a crucial piece in providing excellent animal assisted services to our clients and students. In this quick video, you can see our farrier Derek work wonders on Romeo's hooves during a routine hoof trimming. Derek's work is essential to our horses overall health as he checks for any stuck rocks, defects or injury, or medical conditions that may be occurring.

Thank you Derek from @northfork_forge for always looking after our 4 legged co-counsellors!

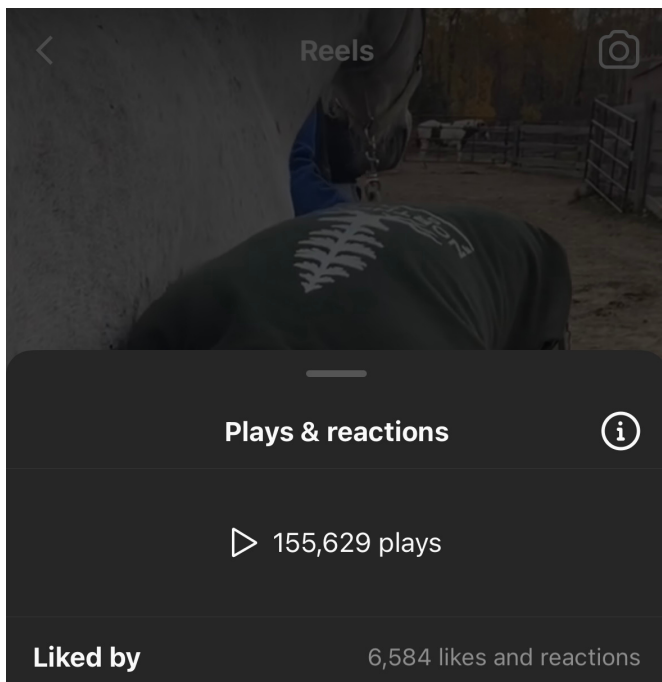
.
. .

#dreamcatchertherapy #psychologypractice
#psychologyposts #counsellingpsychology
#animalassistedtherapy #animalassistedinterventions
#therapyfarm #therapyforthesoul #therapyworks
#theraphychicken #therapyhorse #therapyanimals
#animaltherapy #counsellingservices #academy
#cocounsellorsofdreamcatcher #farrier #farrierwork
#hoofhealth

28w

Content Creation

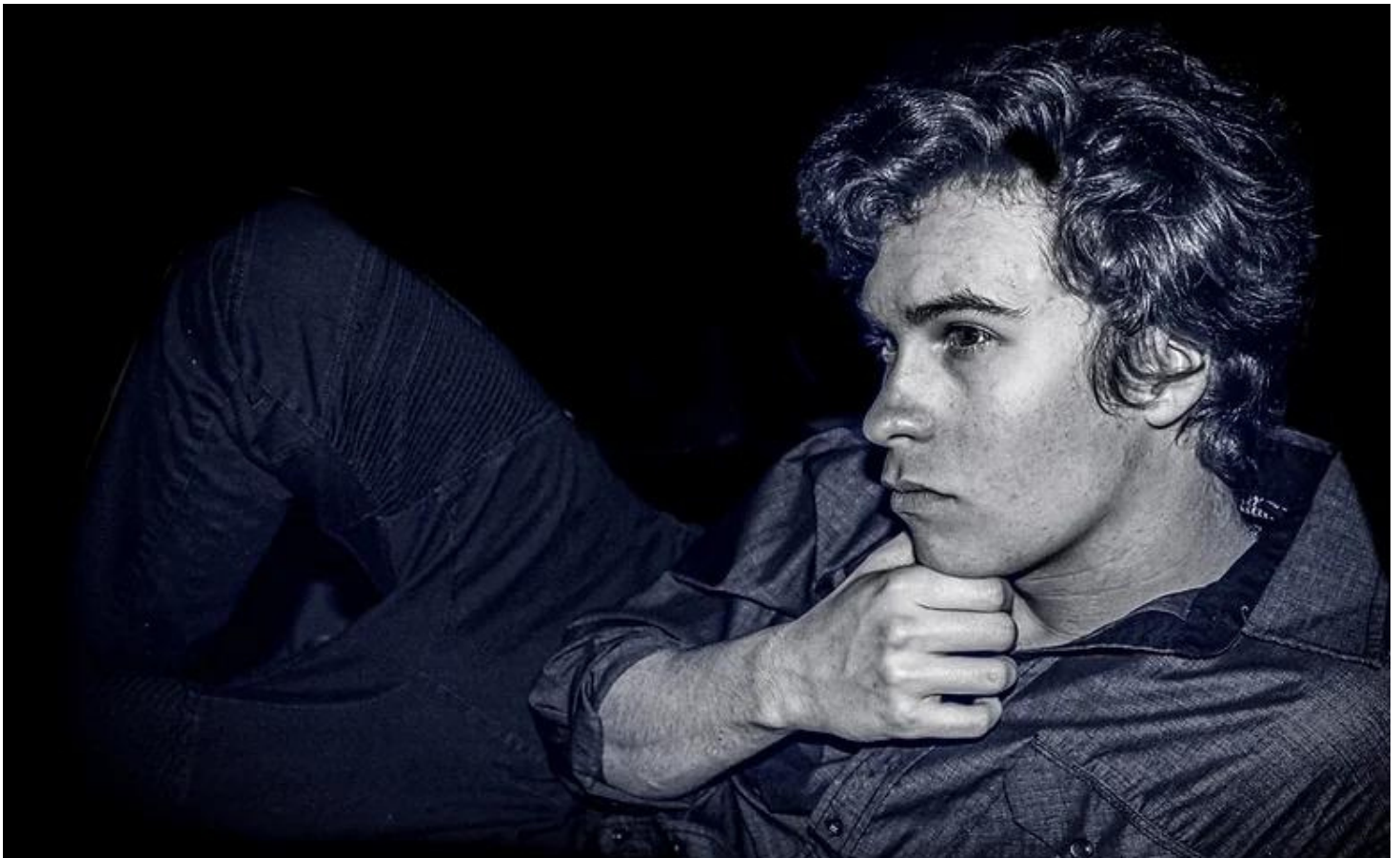
I filmed, edited, and created the copy for the video above. It is of the Ferrier scraping the dirt and grime off of a horse's hooves after a few weeks without any cleaning. I would film the ferrier frequently when caring for the animals.



Digital Analytics

The results of this reel are over 155,000 views and over 6,000 likes. Through this reel, we also saw over 200 new followers within the span of two days.

The results show that by creating trending content like reels which are more popular than static content and using the proper hashtags, you can reach a larger audience.



All photos were taken and edited by me. I used a variety of programs to create the clarity, shadowing, and contrast within each of these images.