

# BETHANY BURGOYNE

D I G I T A L   M A R K E T E R



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🌐 [Bethany Burgoyne - LinkedIn](#)

🌐 [bxsassy.com](#) [thesassyshow.com](#)

## PROFILE

As an independent media producer, online marketing manager and award nominated podcaster, I focus on reaching a global audience through a humanistic and entertaining lens. From editorials to videocasts, client-led campaigns to promotional material and live events, I am highly skilled at researching, producing and marketing campaigns specialising in Arts, Culture, and Social Change,

## SKILLS

- Project Management
- Digital Marketing
- Visual/Audio Editing
- Podcast Creation
- Editing and Proofreading
- Copywriting
- Social Media Management
- Public Speaking
- Creative strategy and consultancy

## EXPERIENCE

### FOUNDER/EDITOR IN CHIEF

[The Sassy Show](#)

2019 - Present

Creating & marketing podcasts, videocasts & articles; securing brand partnerships; creating social media content; maintaining engagement with community on and offline. The Sassy Show highlights creatives & transforms the portrayal of women in media through storytelling.

### GLOBAL STORIES CURATOR

[Reform The Funk](#)

2018 - 2024

In charge of all global stories, producing written features, publications & promotional material for online campaigns. Building engaging marketing content (written/visual/moving image) spotlighting guests of Reform The Funk - Independent Cultural Platform challenging the status quo by promoting thought-provoking, emotive art.

### CHARITIES/CLIENTS

[Stroke Charity](#)/ [Henika Patel](#)/ [SITC](#)

2022 - Present

Hired to build websites, create social media content, produce podcasts, videos and portraits, copywrite newsletters and assist at in person & online events. Supporting clients in all areas of marketing.

### SOCIAL MEDIA CONTENT CREATOR

[Joyclub.com](#) [CHEEX](#)

2023- Present

Blog posts; creating video and social media content focusing on kink and BDSM education for intimacy and erotic platforms

## EDUCATION

### BA FINE ART

City and Guilds London School of Art  
2010 - 2014

### 4 A LEVELS

Framingham College  
2004 - 2010

# M O R E   A B O U T   M E

Creative professional

In 2018, I founded The Sassy Show, a multimedia sex- and body-positive digital platform focusing on creatives and aiming to transform the portrayal of women and gender in the media.

My Sassy Show journey so far has led me to incredible places around the world, where I have experienced gender-diverse realities and inspiring communities across cultures.

## AWARD-NOMINATED PODCASTER: THE SASSY SHOW



## SEX AND BODY FORWARD ADVOCACY

Workshops & Events: Pinky Promise, Waking Life Festival, JOYclub, BOOM festival, Be Her Lead

Media Appearances: New York Post, This Morning, Channel4, Daily Mail, Yahoo Life

Columnist & Guest Writer: CHEEX, inne, Rescripted,



## GLOBALLY TOURED ONE-WOMAN-SHOW: THE SASSY LIVE SHOW



## KINK IN ACTION

Workshops  
Panel discussions  
Events  
Photoshoots  
Performances around kink and bdsm

## S O C I A L   M E D I A

IG: @bxsassy2

IG: @\_thesassysshow

TikTok: @\_thesassysshow