BETHANY BURGOYNE

DIGITAL MARKETER



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- Q London
- Bethany Burgoyne LinkedIn
- <u>bxsassy.com</u> <u>thesassyshow.com</u>

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 <u>Joyclub.com</u> 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

MORE ABOUT ME

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.

PODCASTER: THE SASSY SHOW

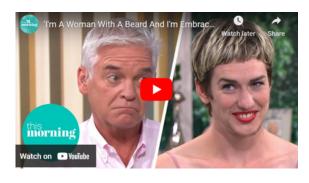


SEX AND BODY FORWARD ADVOCACY

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

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

SOCIAL MEDIA

IG: <u>@bxsassy2</u>
IG: <u>@ thesassyshow</u>
TikTok: <u>@ thesassyshow</u>