





# Sasha Campbell

MUSIC BUSINESS ENTREPRENEUR  
AND SONGWRITER

 Boston, MA

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 @sashabellentine

## PROFILE

Music business entrepreneur, songwriter, and podcast host. Deep experience in the music industry advocating for women and queer artists. Writing credits on songs with five million+ streams, editorial Spotify playlist placements, and mentions in press like Rolling Stone.

## SKILLS

- Music publishing
- Researching and booking
- Audio editing and production
- Logix Pro X, Disco, Excel

## REFERENCES

- Cynthia Sexton

EVP Music Curation, Creative Synchronization Universal Music Group
- Alex Malcolm

Manager, Global Music Sync at WMG

## PRESS AND AWARDS

- She Is The Music Songwriting Mentee
- Podcast features in Girl Talk HQ, JeJune Magazine, Fizzy Mag, Thread Official, and more
- Podcast included in Amplify Her Voice's Best Women in Music podcasts 2022 List
- Pop Finalist in the UK Songwriting Contest
- Pop Semi Finalist in the International Songwriting Competition

## WORK EXPERIENCE

**SYNC LICENSING INTERN** 2023 - Present

### *Freak N See Music Inc*

- Strategize pitches to music supervisors, ad-agencies, and production agencies to negotiate sync placements
- Track and organize catalog metadata on Disco and Excel
- A&R and onboard exciting new music to the Freak N See catalog

**SONY MUSIC IMPACT FELLOW** June-August 2022

### *Sony Music Diversity, Equity & Inclusion*

- Initiated expansion of DE&I research within songwriting and publishing through executive, A&R, and songwriter interviews; supported the development of DE&I strategy
- Supported the advancement of Sony Music Group partnerships with external DE&I and social advocacy organizations including GLAAD and Gold House
- Drafted department's equity and accessibility-based projects including The Transitioning at Sony Music Toolkit and the DE&I Global Identity Index

**MUSIC BUSINESS PODCAST HOST** 2020-Present

### *Songwriting Saves the World*

- Identify and fill niche in music journalism supporting and elevating women and queer musicians
- Head the production, development, and project management of a weekly podcast
- Initiate cross-promotional partnerships with companies and non-profits including Girltalk HQ, I Support The Girls, and Women That Rock
- Research, book and interview guests
- Successfully released 4 seasons (70 episodes) of informative and entertaining content

## EDUCATION HISTORY

Berklee College of Music	Present
Judy Stakee Songwriting Retreat	2020
Trimble House Songwriting Masterclass with Kara Dioguardi and Bonnie Hayes	2019
Grammy Camp LA	2019
NYU Songwriting Workshop	2019