



**PS : G R O U P**

Fall 2024

**Hello**

A creative marketing agency  
for sex workers, by sex workers.

# Challenge

As the industry becomes increasingly saturated, standard marketing methods become increasingly less effective.

The bar is higher than ever.

# **Solution**

We create innovative marketing solutions that are as provocative and thought-provoking as they are profitable.

“

PS: Group does some of the smartest,  
most effective marketing in the business...  
Mainstream marketers should take notes.

”

Twitter Fan



Capabilities

# Approach

## **Brand Development**

Lean into your quirks. What makes you YOU? We craft identities that pop in an oversaturated market.

## **Ideation & Concepting**

Blaze a trail with intention. We don't adopt trends, we create them. Greatness can look like madness.

## **Web Design & Development**

Own your digital home. Our websites are 100% custom designed and built to scale, endure and convert.

## **Strategy & Deployment**

Write your blueprint for success. We roadmap growth strategies that are effective & actionable.

## **Visual Experience**

Smack them in the eye. We create logos & graphics that maximize your visual communication.

## **Data Science & Analytics**

Know your stats! We analyze the data so you can use past patterns to inform future decisions.

## **BRANDING**

Brand Positioning

Brand Identity

Brand Partnerships

## **STRATEGY**

Brand Activation

Strategic Planning

Growth Marketing

Campaign Concepts

## **CREATIVE**

Logo Design

Brand Style Kits

Merchandise Design

Custom Graphics

## **VIDEO**

Post-Production Editing

Animation & Effects

Branded Intros/Outros

## **WEBSITE**

UX/UI Design

Website  
Development

eCommerce

Search Engine  
Optimization

Email Marketing

Audits

Data & Analytics

## **CONTENT**

Copywriting

Script Development

Concepting

## **MISC**

Market Research  
& Focus Groups

Experiential  
Marketing



# We've Worked With

## CONTENT & STUDIO PERFORMERS

Adreena Winters

BADKITTYYY

Bea York

Cami Strella

Clara Dee

Eila Adams

Elaina St James

Emily Adaire

JOivy

Jessica Starling

Kactus Kutie

Koi Erotica

Laura Desirée

## CONTENT & STUDIO PERFORMERS

Lexi Luna

Lev Lieben

Little Puck

Lucy Hart

Ruby Lynne

Seska

Siri Dahl

Venessa's Butt

Yhivi

Wisconsin Tiff

## DOMMES & FETISH PROVIDERS

Domina Elara Le

## DOMMES & FETISH PROVIDERS

Domina Kat Morgan

Goddess Stella Sol

Goddess Mina Thorne

Kayla Jane Danger

Master Ruby Bridget

Ms Eloise Ryder

Ms Olivia Black

Mx Tomie

Queen Lo

## FULL SERVICE COMPANIONS

Alyssa Day

Alyx Chicago

## FULL SERVICE COMPANIONS

Alma Claire

Ari Abella

Audrey Davis

Belle Belmonte

Brea Bell

Camille Blake

Celeste Belle

Charity Sweets

Charlotte Breeze

Colette South

Delphine X

Hailey Wells

Kate Covington

## FULL SERVICE COMPANIONS

Leonie Caval

Lyla Malone

Mia Lee

Parker Westwood

Persephone Grace

Sydney Carter

## BRANDS & ORGS

And Now We Drink

ANSWER Detroit

My POV Boyfriend

Sunday Faire

Wicked Eden

Team



“

PS: Group is a powerhouse team with the kind of expertise, professionalism & communication that is unparalleled in the industry.

”

Léonie Caval

# Founder & CEO



## Carly David

With over 20 years experience in marketing, sex worker Carly David originally began her career in Entertainment, Casting for Film & TV before transitioning to advertising agencies.

Over the years, she has collaborated with one of AdWeek's "Top Advertising Execs of the Decade", Australia's Marketer of the Year, Oscar & Tony Award winners, Fortune 100 companies, cause marketers and Hollywood directors.

In 2018, she founded PS: Group. As the company's CEO, she has been interviewed by Authority Magazine, published in XBIZ World magazine, and featured on podcasts such as Get Schooled, And Now We Drink, The Granny Panty Podcast, Stripped by Sia, and The Sexy Escort Guide. She regularly speaks on panels for XBIZ & Pineapple Support and leads PS: Group's educational webinar series.

Carly is a passionate advocate for sex workers' rights and decriminalization. With PS: Group she strives to challenge industry norms and defy mainstream expectations. Her impactful work blends media, marketing, and social justice to drive positive change.

She holds a BA in English and Human Rights from Columbia University where she graduated with honors. She currently resides in Mexico and at any moment can be found procrastinating on her future memoir.

# The Team



**BROOKE NICHOLS**  
Lead Brand Strategist



**LAURA DESIRÉE**  
Lead Brand Strategist



**SYDNEY SCREAMS**  
Strategy Director



**REX WHAMMING**  
Video Editor



**SKYY KNOX**  
Brand Strategist



**MS JOSE OBSCURA**  
Art Director



**JANE JUDGE**  
Strategist



**STEPH SIA**  
Brand Strategist

# The Team



**MATT SLAYER**  
Video Editor



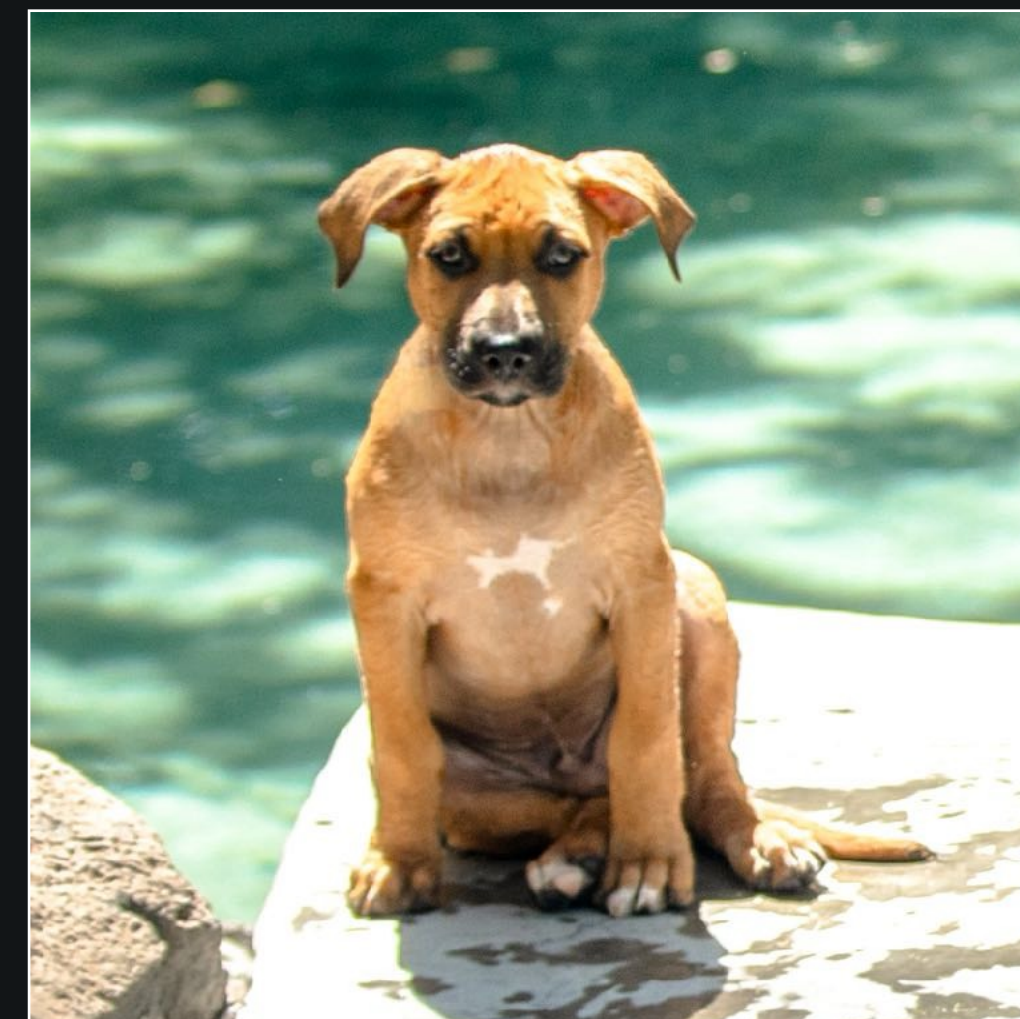
**WARREN**  
UX/UI Designer



**IMO BLAKE**  
Web Developer



**BODIE**  
Mascot



**JAMIROQUAI**  
Nepo Baby Intern



Our Work



LITTLE  
PUCK

WEBSITE | COPYEDITING  
SOCIAL MEDIA | SEO

**Multi-Award Winning Performer**

Website Hits: **5000+** in 12 Hours

Site Review: **“Porn. Star. Goals.”**



“

When you work with PS: Group, expect to learn and grow! You'll be traveling strange, new worlds but this team will guide you by the hand every step of the way.

*It's truly all powerhouses with PS: Group.*

”

LITTLE PUCK

# Camī Strella

BRANDING | LOGO | WEBSITES  
DISCORD | VIDEO EDITING

**1.8 Million +** Website Hits

**723,000** Google Impressions

**28 Million** Pornhub Video Views

*Timeline of 11 months*

“

These are sex workers but also  
BUSINESS people! They understand good  
business practices, branding, and strategy  
in all realms and niches of sex work.

”

Cami Strella

# WISCONSIN *Tiff*

WEBSITES | LOGO | BRANDING  
STRATEGY | SOCIAL MEDIA | GROWTH MARKETING

Twitter Growth

**165,000 New Followers**

Interview with Daily Star UK

**140,000+ Page Views**

Website Visits

**460,000+ Sessions**

*Timeline of 9 months*



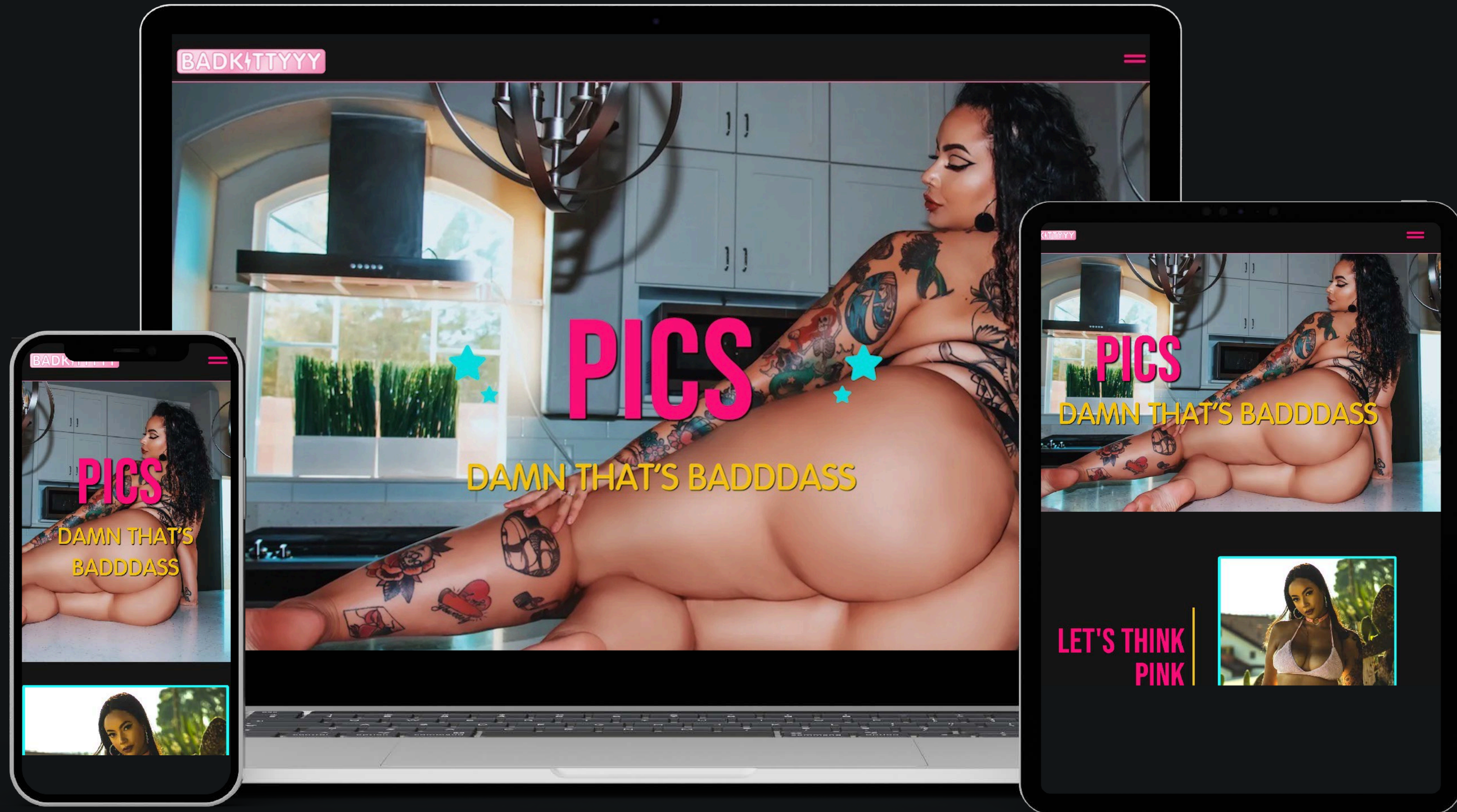
“

PS: Group has gone above and beyond my expectations. They provide the essentials for growing your business that I had no idea would make the difference they have.

”

Wisconsin Tiff

# Digital

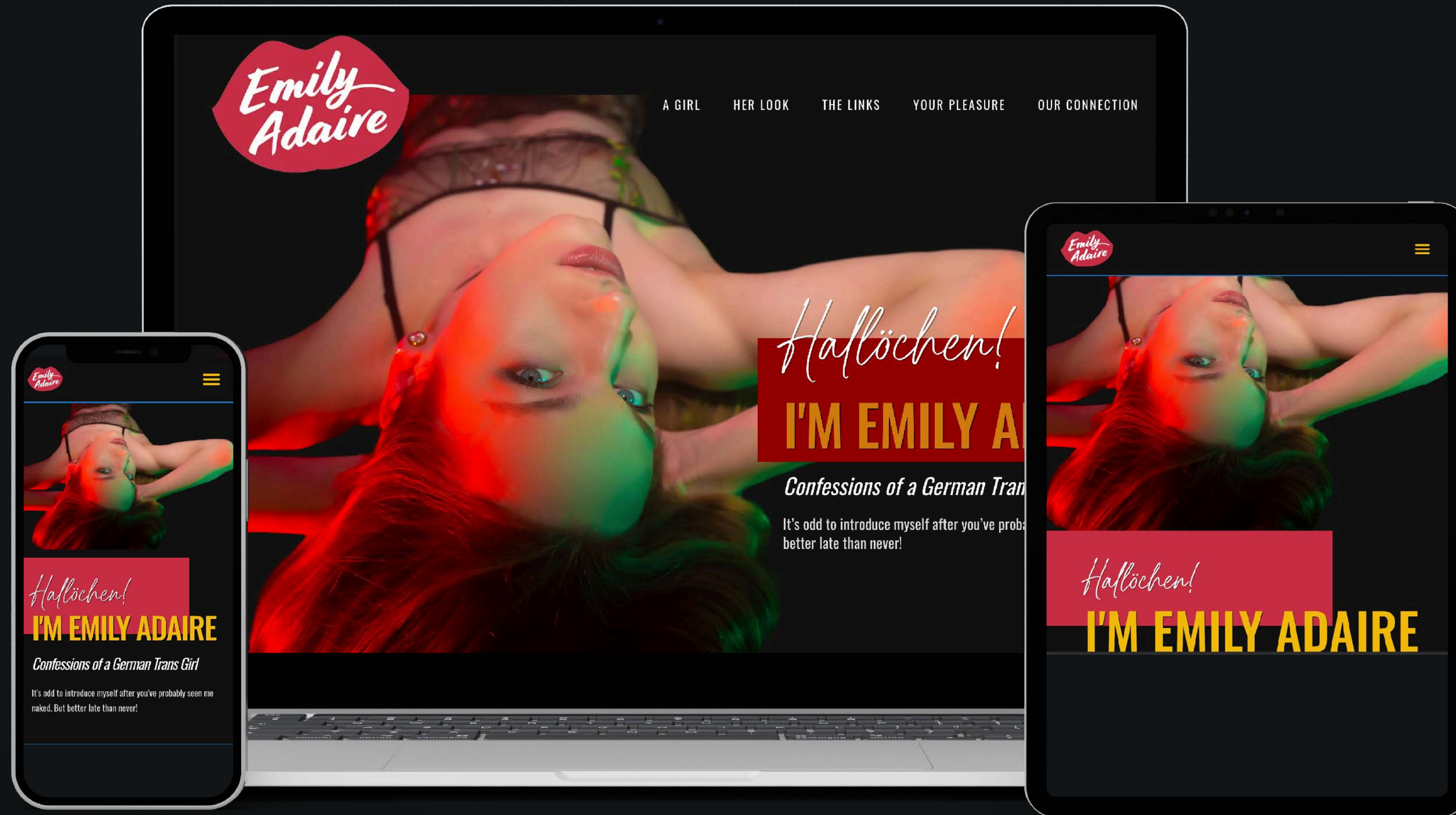


“Working with PS: Group has helped me refine my brand and took my visibility to a new level. I’m so proud to show off my website; they created something even better than I could have ever imagined.”

**BADKITTYYY**

**PS:GROUP**

# Digital



“PS: Group listened to what I wanted and needed - and they added their magic. A lovely team doing amazing work while supporting the SW community. 100% recommended.”

**Emily Adaire**

**PS:GROUP**

THY  
QUEENDOM  
COME

Lexi Luna  
iWantLexi.com

Sirj  
dahl



Alma Claire

CARLY/DAVID

SESKA

Ms.  
ELOISE RYDER

WISCONSIN Tiff

LAURA DESIRÉE

— MXT —  
MISTRESS  
TOMIE

Emily  
Adaire

Eila Adams  
THE TITS NEXT DOOR

MY POV  
Boyfriend



“

Working with PS: Group has been  
nothing short of career changing.

”

Ms Olivia Black

# Collaboration

Ready for the next level?

Drop us a note and say hello.

Let's blow sh\*t up.

# Contact



[WeArePSGroup.com](http://WeArePSGroup.com)



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