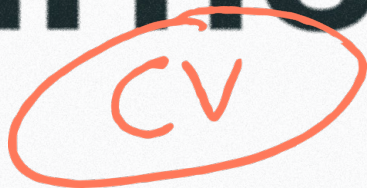


# Daisy Bourne



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In my career I have been fortunate enough to work across a diverse range of clients including; LEGO, BT, Fortnum & Mason, Schweppes, Hugo Boss, JD and more. What I love about being a Creative is playing the role of the observer. Playful curiosity and delicate discernment: In my opinion great marketing is never fabrication, it's about uncovering the human truth behind a brand and giving that an authentic voice.



Knowing where a brand role exists in culture is key for a voice in social and earned media. Each story requires a different output, a different look, feel, and sound. This is why I have chosen to vary my learning and experience to date across; design, marketing, advertising, PR, & strategy. At the end of the day, great ideas are what really matters. Having experience in all areas (trained in graphic design with background as a creative in advertising and at a top cultural marketing agency) seeing projects through from start to finish, without discipline bias, getting under the skin of what the client needs. Creating work that surprises people, that feels totally true, that has an edge, that people talk about. There's a magic to it and it's why I love what I do.

## Experience

### Exposure

Mid-weight Creative *July 2023 - Jan 2024*  
 Junior Creative *Jan 2022 - July 2023*

- At Exposure, I worked in a smaller sized creative team which allowed me to work very closely with the ECD. I learned a lot and progressed quickly, taking on bigger, solo creative challenges whilst having great guidance from the Creative Director.
- I worked on an amazing range of clients including Nordstrom, JD, Levi's, Hugo Boss. I lead projects for LEGO and That Gorilla Brand and owned the creative on F&M, Schweppes and more.
- What I loved about my role was the strategic challenges as well as the variety from fast-paced pitches to creative directing a project from start to finish.
- I worked alongside so many other brilliant people, from being briefed by super-smart strategists, to collaborating with producers to bring a vision to reality, to briefing designers, editors, photographers and more.
- Working at Exposure deepened my understanding of PR and creating relevant and exciting work that played into and off of real culture in a way that's relevant and that people talk about. This is a skill I want to bring to my next position.

### Quiet Storm

Intern/Junior Creative *3 months 2021*

- Working at Quiet Storm advertising agency gave me insight into a more pure-play advertising space.
- I worked on a variety of client work including Google, Vimto, On The Beach, and my personal favourite: Quiet Storm's non-profit organisation *Create Not Hate*. I enjoyed being part of the pitching and presenting process, as well as working alongside strategists to develop campaign ideas, ad scripts and design concepts.

## Education

### Falmouth University

BA Hons Graphic Design  
 Awarded: 1st

### Kingston University

Art and Design  
 Foundation Diploma  
 Awarded: Distinction

### Alleyn's School

A Levels:  
 Art, History of Art, Spanish  
 Awarded: A\*AB

## Additional

### Sustainability Champion at The Casbah (& Exposure)

I joined the sustainability team for The Casbah - the parent company of Exposure. As part of the team I helped to run workshops, hosted talks, planned and ran events e.g. a 'swap shop' circular clothing pop-up. During 2023 we hit our goals and collectively lowered emissions by 46%.

### Project with Chrissy Levett, Creative Conscience

After my CC Gold award, I was put in contact with founder of the platform Chrissy Levett. We worked together on a creative concept for British environmentalist Sir Jonathon Porritt

## Special Extras

### Work Featured In

Clash Magazine  
 The Mirror  
 Little Black Book  
 & more

### Creative Conscience

Gold Award

### Yoga Teacher

200hr Hatha & Vinyasa

### Level 1 Freediver

Blue Chitta Dive School

### Photography

@daisy\_bourne

### Tech

Full Adobe suite, Keynote  
 Google Slides, Cargo, Wix  
 Discord & Midjourney Ai