

# Daisy Bourne

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A hybrid creative strategist with varied experience across design, art direction, strategy, PR & client services. Currently leading brand at Pentatonic, where I have driven a complete brand transformation. I specialise in building brands through strategic thinking and visual re-imagination - taking concepts from idea through to execution. My focus is working with mission-driven organisations that seek genuine cultural impact, I create brand experiences that drive both cultural relevance and commercial success.

## Experience

### Pentatonic

Brand & Creative | August 2024 - Present

- Led complete brand transformation: comprehensive rebrand and website redesign. Serve as in-house creative producer, leveraging experience and network to deliver and direct any creative production needs.
- Established creative department, built processes and brand guidelines while overseeing brand creative output.
- Creative direction for partnerships. Content created in collaboration with LEGO®, Mastercard, and ServiceNow.
- Developed deep knowledge of circular design principles and AI-driven commerce solutions through working with Pentatonic's multidisciplinary team of technology and innovation experts

### Present Materials (via Pentatonic)

Project Lead | August 2024 - Present

- Brand identity development and market positioning for sustainable yoga startup from prototype to launch-ready state
- Managed product development pipeline with manufacturers, coordinating logistics, quality control, and production timelines.
- Produced and art directed full-scale content shoot for product launch and ongoing marketing
- Go-to-market strategy: Developed launch strategy including sales approach and partnership development.
- Strategic client partnership. Serving as main strategic contact and advisor, managing project delivery and positioning Present Materials for successful market entry.

### Exposure

Mid-weight Creative | July 2023 - January 2024

Junior Creative | January 2022 - July 2023

- Worked closely with the ECD, progressing quickly and taking on bigger solo creative challenges with great mentorship.
- Diverse client portfolio: Nordstrom, JD, Levi's, Hugo Boss. Led projects for LEGO and That Gorilla Brand, owned F&M and Schweppes accounts
- Balanced strategic thinking with hands-on execution, managing rapid pitches through to full campaigns
- Collaborated with strategists, producers, designers, editors and photographers for integrated solutions
- Gained a deep understanding of PR and how to create culturally relevant and impactful work.

### Amazon Gold Alliance (Freelance)

Project Lead | May 2025-Present

- Leading brand strategy and identity development for non-profit combating illegal gold mining in the Amazon (Earthshot Prize nominated). Coordinating a creative team, developing brand strategy, overseeing visual identity system and web development.

### Tandem (Freelance)

Project Lead | June 2025-Present

- Leading brand strategy and identity development for startup non-profit addressing rural infrastructure in Sub-Saharan Africa. Coordinating a creative team to complete visual identity and website development for international reach.

### Yoga Teaching Qualification

YYT200 Certification | January 2024 - June 2024 Completed certification in Bali with intensive teaching practice and travel

**Quiet Storm** 2021  
Junior Creative Placement  
**Rokabye** 2021  
Creative Internship

**Falmouth University**  
BA Hons Graphic Design (1st)  
**Creative Conscience**  
Gold Award

**Kingston University**  
Art Foundation Diploma (1st)  
**Alleyn's School**  
A Levels (A\*AB)