

MEDIA KIT

OCTOBER 2026

DAISI JO

DAISI POLLARD SEPULVEDA

FASHION / FAMILY LEGACY / GLOBAL PERSPECTIVE

Presence. With purpose.

daisipollard.com

MANY WORLDS.

One perspective.



THE PERSON BEHIND THE WORK

Daisi Pollard Sepulveda, known online as Daisi Jo, is a model, actress, author, entrepreneur, and former Miss Jamaica.

She is carrying her family's Texas legacy forward through Murrow & Williams Holdings and Daisi Royalty, with work spanning land management, mineral interests, and oil and gas royalties.

Her experience representing Jamaica internationally and her training in diplomatic protocol bring a cross-cultural perspective to beauty, fashion, business, and brand storytelling.

CREATIVE PRESENCE

Model, creator, and founder of My Product Model.

FAMILY STEWARDSHIP

Leading a legacy rooted in land, energy, and enterprise.

GLOBAL PERSPECTIVE

International representation and diplomatic protocol training.

[Read the full biography](#)

LEGACY, IN PRACTICE.

Texas roots. A new generation of leadership.



LAND / MINERAL RIGHTS / OIL & GAS

Daisi is leading her family's legacy into its next chapter, bringing a personal commitment to land management, mineral rights, and the stewardship of oil and gas interests. Her work connects inherited history with the decisions that carry a family enterprise forward.

MURROW & WILLIAMS

A four-generation family stewardship story rooted in Texas land, cattle, energy, and mineral interests.

[Explore the business](#)

DAISI ROYALTY

A family-led buyer of Texas mineral and royalty interests, including inherited holdings and oil and gas royalties.

[Explore the business](#)

A partnership lens: women in family enterprise, heritage, long-term ownership, and the people behind land and energy.

CONNECTING CULTURES.

Presence shaped by international experience.



REPRESENTATION & EXCHANGE

Representing Jamaica in China, the Philippines, Japan, and Malaysia brought Daisi into international settings centered on cultural exchange, tourism, goodwill, and environmental advocacy.

FORMAL PROTOCOL TRAINING

Daisi completed the International Business and Diplomatic Protocol Certification through the US Institute of Diplomacy and Human Rights (USIDHR).

Her preparation spans diplomatic protocol, international business etiquette, cross-cultural communication, and negotiation.

WHERE THE BRAND STORY CAN GO

BEAUTY & IDENTITY

Heritage, personal rituals, and confidence across generations and cultures.

FASHION & PRESENCE

Craftsmanship, personal style, and dressing for business and international occasions.

BUSINESS & EXCHANGE

Women in enterprise, relationship-building, hospitality, and culturally aware brand experiences.

Explore diplomacy & representation

THE CONNECTION.

A snapshot of Daisy Jo’s personal channels.

CHECKED SEPTEMBER 15, 2026

INSTAGRAM

95.2K

followers

[@daisijo](#)

YOUTUBE

4.77K

subscribers

[@iamdaisijo](#)

TIKTOK

3K

followers

[@daisijo](#)

AUDIENCE AT A GLANCE

Instagram

38% ages 25-34
35% United States

YouTube

68% female
60% ages 25-44

TikTok

80% female
91% United States

ONE VOICE. DISTINCT PLATFORMS.

Daisy Jo Reviews is a separate destination for product reviews and discovery. Its audience is not included in the personal-channel figures above.

[Explore Daisy Jo Reviews](#)

Source: Daisy’s Passionfruit profile; YouTube subscriber count from the public channel. Figures were checked September 15, 2026. Reporting periods were not specified. YouTube ages 25-44 combines 33% ages 25-34 and 27% ages 35-44.

[View audience source](#)

Request current analytics for your campaign.

A LIFE WITH RANGE.

Distinct experiences. Stories with substance.



01 / FASHION & BEAUTY

Beauty rituals, personal style, and heritage expressed through a model's point of view.



02 / FITNESS & WELLNESS

Race days, running, martial arts, and products that fit an active life.



03 / LEGACY & ENTERPRISE

Family leadership, Texas land, mineral interests, and the work of carrying a legacy forward.



04 / CULTURE & DIPLOMACY

International representation, cultural exchange, and connecting people through shared stories.

YOUR BRIEF.

A shared vision.

From a single campaign to an ongoing collaboration.

01 / BRAND STORYTELLING

Beauty, fashion, heritage, and lifestyle stories through sponsored video, posts, and content series.

02 / MODELING

Beauty, fashion, lifestyle, commercial campaigns, editorial, and runway.

03 / CREATIVE PRODUCTION

Product photography, video, creative direction, and creator content through My Product Model.

04 / APPEARANCES & SPEAKING

Hosting, panels, and interviews on family legacy, women in business, culture, and confidence.

05 / FITNESS PARTNERSHIPS

Running, activewear, training, wellness, and martial arts performance opportunities.

06 / HERITAGE & CULTURAL PROJECTS

Editorial series, brand experiences, and conversations connecting identity, enterprise, and place.



Custom proposals available.

Share your goals, timing, formats, and intended usage. Scope and availability are tailored to each project.

[Explore partnership services](#)

WORK IN THE WORLD.

Selected examples across campaign, editorial, and production.

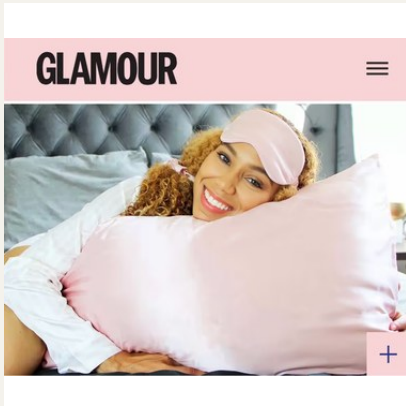


CAMPAIGN / MODELING

Defiance Beauty

Campaign modeling featured on a Times Square billboard in New York City.

[View the campaign](#)



EDITORIAL / MODELING

Glamour

An editorial feature from Daisy's fashion and beauty portfolio.

[View the editorial](#)



FOUNDER / CREATIVE PRODUCTION

My Product Model

Founded by Daisy to bring products to life through photography, video, and creator content for brands.

[Explore the studio](#)

IN GOOD COMPANY.

Brand work and media coverage across Daisy’s career.

SELECTED BRAND COLLABORATIONS

SHEIN

LA FITNESS

YESOUL

QUNOL

AG1

FAIRMONDE GOLF

MIKOLO

RITKEEP

AMAZING GRASS

Additional collaborations include Golden Tiger Kens Trading Co., ISSA, Function Health, and Hone Health.

Explore athletic partnerships

SELECTED MEDIA FEATURES



Media features are separate from commercial collaborations. The Press Kit includes articles, interviews, broadcast appearances, and an archive of earlier coverage.

Explore the press archive

LET'S MAKE SOMETHING MATTER.

*Creative presence.
A legacy in motion.*

Beauty, fashion, business, and culture.
Let's build a story with depth.



START THE CONVERSATION

collaborations@daisipollard.com

Include your brand, campaign goals, timing, deliverables, budget range, and intended content usage.

Send a collaboration brief

Modeling portfolio

Partnership services

Press resources

Instagram

YouTube

TikTok

LinkedIn