# Conversations with **Daisi Pollard Sepulveda**

*April 2024*



Today we'd like to introduce you to Daisi Pollard Sepulveda.

**Hi Daisi, thanks for joining us today. We'd love for you to start by introducing yourself.**

My career began as a model around the age of 13. I worked as a model in New York City before moving to Los Angeles, California, where I built a 20+ year career across several industries, including fashion, beauty, philanthropy, and media, as a model, beauty queen, spokesperson, and businessperson.

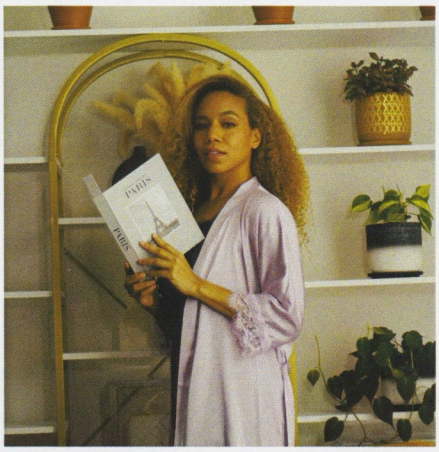
I've modeled for major brands such as LA Fitness, Gap, Old Navy, Fiverr, Biltmore Hotels, Netflix, Bravo TV, MTV, Uoma Beauty, among many others. I've also appeared in films alongside Paris Hilton, Brittany Murphy, Danny Socorro Martinez, and several others.

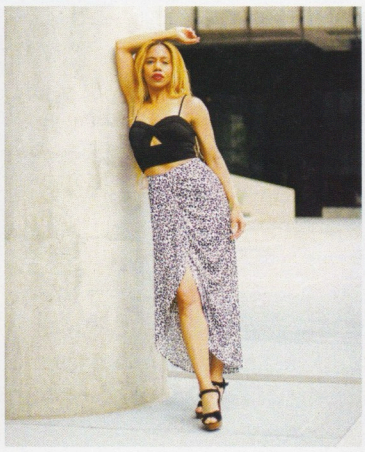
In 2005, I was crowned Miss Jamaica International, which led my competing at the top of the pageant world as the first Jamaican candidate in history to compete in the Miss Earth, Miss Asia Pacific International, and Miss Beauty Queen World. I am the only known candidate to hold three different national titles throughout a single pageant career. I hold the following titles: Miss Jamaica International 2005, Miss Asia Pacific International Jamaica 2005, Miss Earth Jamaica 2005, Miss Beauty Queen World Jamaica 2005, Miss Beauty Queen World 2005, Miss Asia USA Israel 2005, Miss Asia USA 2006, Mrs. Jamaica 2011 and Mrs. Ethnic World International 2012.

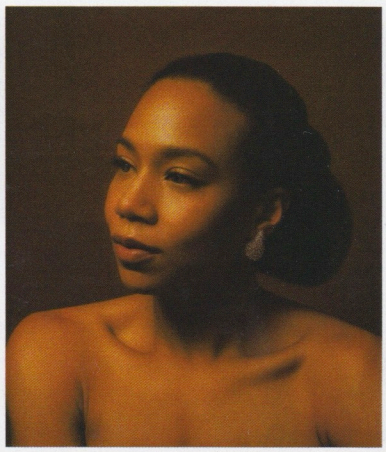
I am most notable for my on-stage protest regarding the poor treatment of contestants by the organizers During the Miss Asia Pacific International 2005 competition in Guangzhou, China.

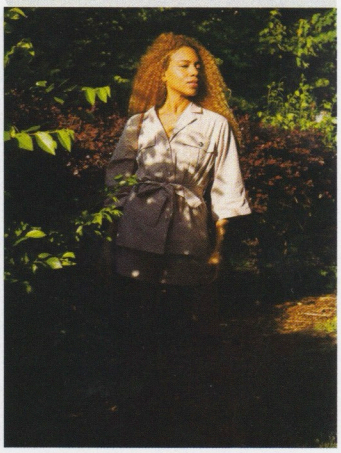
Under my reign as Miss Jamaica International, I also promoted computer & technology literacy in Jamaica, gaining support from the Governor General, Sir Howard Cooke, Mayor of Kingston, Desmond McKenzie, Minister of Education, Maxine Henry Wilson, and the Jamaica Tourist Board and toured as a keynote speaker to middle and high schools across America promoting private scholarship opportunities.

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During my reign, I founded my first startup, in which I later experienced a successful exit. I went on to take the director position at the Meningitis Foundation of America, in which I raised over 4 million dollars in 2 years while lobbying for the MenB vaccine. After leaving the Meningitis Foundation of America, I launched Daisi Jo Reviews. At the beginning, it was a fun project exploring the convergence of media and beauty. However, it quickly became a growing business with the emergence of the "social media influencer." Today, Daisi Jo Reviews has evolved into a growing media property with a presence across major social media platforms. We've done major collaborations with well-known beauty and fashion brands and continue to evolve our platform as the industry evolves.

**Can you talk to us a bit about the challenges and lessons you've learned along the way? Looking back, would you say it's been easy or smooth in retrospect?**

Every business and every businessperson faces obstacles and challenges. Some of the growing pains I've experienced with Daisi Jo Reviews are typical of the digital and media environments.

**As you know, we're big fans of you and your work. For our readers who might not be as familiar with what you do, what can you tell them about what you do?**

As the Founder and Editor-In-Chief of Daisi Jo Reviews, Daisi Jo Pollard Sepulveda leverages her unique expertise and experience at the intersection of beauty, fashion, and business.

With a background as a beauty queen and model, Daisi brings both artistic flair and industry knowledge to her role as a digital content creator and product expert. Through Daisi Jo Reviews, she aims to provide insights into the business of beauty that go beyond surface-level reviews and help audiences understand the people and strategies behind their favorite brands.

Daisi takes a solutions-focused approach to her editorial coverage, cutting through the hype to determine what products truly work and how they can empower women to express their most authentic, confident selves. In addition to in-depth reviews, she shares her understanding of the financial, marketing, and innovation factors that influence brands and product development.

Prior to launching Daisi Jo Reviews, Daisi gained fame as Miss Jamaica, and her modeling career took her around the world. She remains passionate about the power of beauty, fashion, and self-care to change lives. When she's not running her business, Daisi enjoys learning about different cultures and connecting with creative communities.

**What matters most to you? Why?**

What matters most to me is being very, very good at my craft and providing audiences with valuable information, tools, and resources. There's a lot of fluff and noise on the internet and social media. I appreciate the challenge of balancing entertainment with useful knowledge and information.

