

# DANIEL MAITLAND

**BRAND STORYTELLER**



UK WIDE

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# WHO AM I?

I'M DANIEL MAITLAND - A PHOTOGRAPHER, BRAND STORYTELLER, AND FORMER WEDDING AND EVENTS MANAGER WITH A PASSION FOR VISUALS THAT ACTUALLY CONNECT.

I SHOOT WITH A CINEMATIC, EDITORIAL STYLE THAT TURNS EVERYDAY SPACES AND PEOPLE INTO STORIES WORTH REMEMBERING. MY WORK SPANS FROM PERSONAL BRANDING AND PORTRAITS TO RESTAURANT, HOSPITALITY, AND LIFESTYLE SHOTS - HELPING BUSINESSES CREATE IMAGERY THAT FEELS AS AUTHENTIC AS IT LOOKS REFINED.

WHETHER IT'S A FOUNDER BEHIND THEIR BRAND, A CHEF IN THEIR KITCHEN, OR A CREATIVE BRINGING THEIR VISION TO LIFE, I FOCUS ON CAPTURING WHAT MAKES YOUR STORY REAL, HUMAN, AND IMPOSSIBLE TO SCROLL PAST.

(1)

WHAT

IDO

BRANDING PHOTOGRAPHY  
RESTAURANT & HOSPITALITY  
PORTRAITS

(2)



# MY PERSONALITY AT WORK.

DETAIL-ORIENTED  
STRATEGIST

ALWAYS UP  
FOR A  
CREATIVE  
CHALLENGE

FUN

DIRECTOR  
WHEN NEEDED,  
HUMOUR WHEN  
IT HELPS

I LOVE EXPERIMENTING WITH NEW IDEAS, BUT THEY'VE ALWAYS GOT PURPOSE  
BEHIND THEM. EVERYTHING I SHOOT HAS A REASON AND A VIBE - IT'S GOT TO FEEL  
RIGHT, NOT JUST LOOK GOOD.

**(3)**





## CONCEPT & MOOD

I MAP THE VIBE FIRST. WHAT'S THE STORY? WHO'S IT FOR? WHAT DO I WANT PEOPLE TO FEEL WHEN THEY SEE IT?

## PREP & SETUP

LOCATIONS, STYLING, TIMING - ALL THE UNGLAMOROUS BITS THAT MAKE THE SHOT LOOK EFFORTLESS LATER.

## SHOOT DAY

DIRECTION WHEN NEEDED, SPACE WHEN IT'S RIGHT. I ADAPT FAST, READ PEOPLE EASILY, AND CHASE NATURAL MOMENTS THAT FEEL ALIVE.

## EDIT & TONE

CLEAN, CINEMATIC, AND EMOTION-LED. EVERY COLOUR AND CONTRAST IS CHOSEN TO REINFORCE THE MOOD, NOT DISTRACT FROM IT.

## DELIVERY

IMAGES THAT BELONG TO YOUR BRAND - POLISHED, HUMAN, AND DESIGNED TO CONNECT.

## FAVORITE TOOLS:

- FUJIFILM X-H2
- GODOX LIGHTING
- LIGHTROOM CLASSIC
- STRONG COFFEE

(4)





## **PROJECT: NANCY MACDONALD - COMEDIAN**

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EDITORIAL SHOOT BLENDING CONFIDENCE,  
HUMOUR, AND EDGE FOR USE ACROSS SHOW  
POSTERS AND PRESS CAMPAIGNS.

## **SIMON NOBLE SOLICITORS - BRAND PHOTOGRAPHY**

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CLEAN, HUMAN-CENTRED PORTRAITS GIVING  
A MODERN LAW FIRM WARMTH AND  
AUTHENTICITY.

## **PRODUCT SHOWCASE**

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CINEMATIC LIFESTYLE IMAGERY FOR NEW  
DINING TABLES, DESIGNED TO HIGHLIGHT  
TEXTURE, CRAFTSMANSHIP, AND DETAIL FOR  
E-COMMERCE AND CAMPAIGNS.





# MY VISUAL STYLE.



HIGH-CONTRAST,  
EDITORIAL LIGHTING

CINEMATIC DEPTH AND  
REALISM

NATURAL COLOUR  
TONES WITH STRONG  
HIGHLIGHTS

REAL EMOTION, CLEAN  
COMPOSITION

I LIKE IMAGES THAT FEEL BOLD AND  
LIVED-IN, POLISHED BUT STILL  
HUMAN. EVERY PHOTO SHOULD  
HOLD A BIT OF TENSION - LIGHT,  
SHADOW, AND STORY WORKING  
TOGETHER.

(6)





# IMPACT THAT MATTERS

GOOD VISUALS DON'T  
JUST CATCH EYES, THEY  
HOLD ATTENTION.  
STORYTELLING  
THROUGH IMAGERY  
TURNS CURIOSITY INTO  
CONNECTION.

UP TO 3X HIGHER  
ENGAGEMENT ON POSTS WITH  
STRONG VISUAL IDENTITY

30–50% MORE WEBSITE TIME  
FROM AUDIENCES  
CONNECTING EMOTIONALLY  
WITH IMAGERY

STRONGER BRAND RECALL  
THROUGH COHESIVE VISUAL  
STORYTELLING

HIGHER CONVERSION RATES  
ON CAMPAIGNS USING  
AUTHENTIC, HUMAN-CENTRED  
PHOTOS

(7)



# TESTIMONIALS



**NANCY MACDONALD**  
**COMEDIAN**

“DANIEL CAPTURED EXACTLY WHO I AM - CONFIDENT, BOLD, AND UNAPOLOGETICALLY ME. THE PHOTOS DIDN'T JUST LOOK GREAT, THEY FELT LIKE ME.”



**SIMON NOBLE**

“THESE IMAGES COMPLETELY ELEVATED OUR FIRM'S VISUAL IDENTITY. THE HEADSHOTS AND BRAND PHOTOS GAVE US A COHESIVE, TRUSTED PRESENCE ONLINE - MODERN, PROFESSIONAL, AND GENUINELY REFLECTIVE OF WHO WE ARE.”



**WOMEN'S  
TAKEOVER COMEDY  
SHOW**

DANIEL BROUGHT THE ENERGY OF THE NIGHT TO LIFE. HE BALANCED THE CHAOS OF LIVE PERFORMANCE WITH SHARP, EDITORIAL STORYTELLING - EVERY FRAME FEELS LIKE PART OF THE SHOW.

# PERSONAL BRANDING TIPS

(1)

CREATE CONTENT YOU'D ACTUALLY STOP AND LOOK AT. IF IT DOESN'T EXCITE YOU, IT WON'T CONNECT WITH ANYONE ELSE.

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(2)

DON'T OVERTHINK THE GEAR - THE RIGHT DIRECTION, LIGHT, AND STORY ALWAYS MATTER MORE THAN THE CAMERA.

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(3)

YOUR VOICE IS YOUR SIGNATURE. EMBRACE WHAT MAKES YOU DIFFERENT - THAT'S WHAT PEOPLE REMEMBER.

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(4)

SHOW WHAT IT FEELS LIKE TO WORK WITH YOU, NOT JUST WHAT IT LOOKS LIKE. REAL EMOTION BUILDS TRUST FASTER THAN ANY LOGO.

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# LET'S CONNECT!



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LONDON & UK WIDE

THANK  
YOU.



**CREATIVE  
GREETINGS.**