

# Daniel Alestrand

## Public Relations Specialist

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### EXPERIENCE

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#### **Stockholm Valley, Editor-in-Chief; Apr 2025 - Present**

- Wrote and published original reporting and features based on Stockholm's startup and VC ecosystem
- Maintained editorial accuracy and relevance through ongoing research and real-time news tracking
- Grew Stockholm Valley into a trusted hub for founders, investors and tech operators across Scandinavia (20,000)

#### **Cage 91 Co., Features Editor; Jan 2025 - Apr 2025**

- Conducted in-depth interviews with athletes, founders and padel players across Europe and the US
- Gained international experience through reporting trips to the UK, France, Spain, Portugal, Sweden and the US
- Collaborated with luxury sports brands including ACE Padel, Reserve Padel Miami and Premier Padel

#### **IPR London, Brand Partnerships Assistant (Internship); Jun 2023**

- Supported press and partnership activities for brands including Samsøe Samsøe, IZIPIZI and American Vintage
- Monitored media coverage and compiled reports to track brand image across key publications and social media
- Managed sample inventory utilizing Fashion GPS and coordinated outgoing PR packages for influencers and stylists

#### **Jori White PR, Accounts Executive (Internship); May 2023**

- Took a lead on select client accounts, including Francis Sultana (interior designer) and Forest Side 1893 (Michelin-star restaurant and hotel)
- Drafted and distributed press releases to national media utilizing Roxhill Media, securing placements across digital and print
- Drove the firm's Instagram growth from 3,000 followers to 12,000 followers in one week through strategic content

#### **Shack Artists, Commercial Model; Oct 2022 - Jul 2024**

- Gained first-hand experience on commercial sets working with photographers, brand representatives and other talent
- Worked with clients including GoHenry, A Bathing Ape, and Cornelsen on campaigns across print and digital

#### **Instagram, Influencer; Jan 2021 - Jul 2021**

- Built a personal brand and content strategy that grew to 20,000 followers and over 30 million monthly impressions
- Developed insights into platform algorithms, engagement tactics, and audience behaviour

### EDUCATION

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#### **Marketing Strategy, IE Business School, ES; Class of July 2025 (Remote)**

- *Grade:* 80%
- *Modules:* Market Research & Consumer Behaviour; Positioning; Marketing Mix; Marketing Plan; Marketing Strategy

#### **St John the Baptist School, UK (Head Boy); 2017 – 2024**

- A Levels: Linguistics A, Business Studies B, Philosophy B
- SAT: 1340, English 690, Mathematics 650
- GCSEs: 9 A\*- A, including A\*s in Mathematics & English

### SKILLS AND INTERESTS

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**Coding Skills:** HTML, CSS, JavaScript

**Platforms:** Microsoft 365, Google Workspace, Adobe Creative Cloud, Roxhill Media, Canva, CapCut, Google Search Console

**Languages:** English (C2), Swedish (B2)

**Volunteering:** St Dunstan's Catholic Church (Social Media Manager), 1 year

**Interests:** Horse Riding (since 2017), Beach Volleyball (since 2025), Skincare (Since 2023)

**Organizations:** Stockholm School of Economics (Guest Lecturer), 6 months; SSE Executive Education (Guest Lecturer), 3 months