



Alexandra is primarily a business journalist with expertise in the areas of marketing, media, branding and advertising. She has contributed to titles including Creativity Online, Media Week and Campaign, amongst others. She started her journalism career in 1995 and since 2004 has been a freelance writer, editor and copywriter. In 2009 she moved to New York and now writes for Creativity Online. Since the birth of her two children she has also developed a niche as an experienced 'parent blogger' and has written about parenting for magazines including Pregnancy & Birth, Flapjack and Angels & Urchins.