



CONTACT

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- Auckland, New Zealand

EDUCATION

2021

UNIVERSITY OF AUCKLAND

- Bachelor of Arts (Honours)
Communication & Media

2018-2020

UNIVERSITY OF AUCKLAND

- Bachelor of Arts: Film, Media,
Television & Communication

SKILLS

- Media Relations & Strategic
Storytelling
- Strategic Communications
- Reputation & Issues
Management
- Crisis Communications
- Stakeholder & Partner
Relationship Management
- Journalist Relationships
- Brand Positioning & Messaging
- Executive Communications &
Speechwriting

ALEXANDRA MARKHAM

BRAND & COMMUNICATIONS | PUBLIC
RELATIONS

PROFILE

I've built a career spanning media, digital marketing, local government and strategic communications because of two things: my genuine love for storytelling and a natural instinct for connecting with people.

During this time, I've developed experience across communications, brand activations, media relations and stakeholder engagement, working with internal teams, partners and external audiences to bring campaigns and experiences to life. I'm at my best when I'm working with people, juggling moving parts and finding creative, practical ways to strengthen a brand and help it meaningfully connect with audiences.

RELEVANT WORK EXPERIENCE

Tātaki Auckland Unlimited - Fixed Term

2026

Communications Advisor | Media Relations

- Managed communications across multiple Destination Partner Programme (DPP) partners, balancing stakeholder priorities and reputational considerations.
- Built trusted relationships with journalists, influencers and tourism partners to drive meaningful media outcomes.
- Developed strategic communications and proactive storytelling that strengthen Auckland's brand and reputation, particularly for MICHELIN, TRENZ AND IMM.
- Mentored and worked alongside the tourism famil coordinator to deliver curated itineraries and hosted experiences for international journalists, designed to showcase Auckland and support strong international media coverage.
- Managed influencer logistics across high-profile media famils, coordinating schedules, transport and on-the-ground movements to ensure a seamless hosted experience.

New Zealand Media and Entertainment

2024-2025

Communications Advisor

- Led end-to-end media relations and communications delivery during high-profile national news cycles across radio, print and digital platforms, balancing accuracy and reputational risk.
- Supported crisis and issues communications by contributing to reactive media statements and executive-level media coverage reports.

EXTRA-CURRICULAR

- Tennis player
- Live music & events enthusiast
- Creative writing (fiction novel currently in development)

- Wrote press releases to announce company updates including new hires and podcasts.
- Acted as the primary point of contact for journalist and producer enquiries.
- Built and maintained strong working relationships with journalists and producers across entertainment, lifestyle and sports media, contributing to proactive story placement and ongoing media trust.
- Drafted speeches and high-impact written communications for senior leaders, including a policy-facing address delivered to Parliament.
- Managed talent-facing PR for national campaigns, including briefing spokespeople, ghostwriting interview lines and advising on public positioning across broadcast and print media.
- Successfully pitched stories that achieved coverage in major outlets including The New Zealand Herald, Woman’s Day and Woman’s Weekly.
- Coordinated media-aligned photoshoots and campaign assets in collaboration with internal stakeholders and external media partners.

BYOND - Freelance

2025-Present

Brand & Content Contributor

- Contribute to campaign planning and on-set execution, ensuring brand messaging translated effectively from concept to final content.
- Provide communications input on messaging, audience perception, reputation and quality control throughout campaign production.
- Represent client brands as on-camera talent across commercial and digital campaigns for clients including Lexus Urban Polo, Longroom, Pijas, Andrew Andrews and Provedor.
- Work with managing director and creative teams to deliver authentic, brand-aligned content.
- Influencer management at high-profile events including Lexus Urban Polo

Trades Up

2023-2024

Communications Coordinator

- Oversaw handover between app developers, ensuring a smooth transition and continuity.
- Identified resourcing and capability gaps critical to project success.
- Built strong relationships with the digital marketing agency and demonstrated deep brand understanding to support strategic growth.