

ALEXANDRA HARRELL

FASHION BUSINESS JOURNALIST

NEW YORK, NY | 856-209-3050 | HELLO@ALEXANDRAHARRELL.COM | ALEXANDRAHARRELL.COM

Research-driven reporting on the science, policy, manufacturing and money behind fashion.

EXPERIENCE

SJ / WWD

SUSTAINABILITY & INNOVATION REPORTER / 2022 - PRESENT

- Publishes 1,200+ business news stories translating scientific research, manufacturing innovation and supply chain developments into authoritative reporting for executive audiences.
- Interviews 350+ executives, scientists, policymakers and industry leaders, turning technical expertise into evidence-based journalism without flattening the nuance.
- Covers major U.S. and EU regulatory developments, including EPR, PFAS restrictions, digital product passports and corporate disclosure requirements.
- Directs recurring Material Innovation Reports in partnership with researchers, editors and designers. Reporting has been syndicated globally and cited by the Law Library of Congress.

Aviation Week

NEWS EDITOR & PRODUCTION SPECIALIST / 2022

- Edited deeply technical aerospace and defense reporting across print, digital, newsletters and podcasts, ensuring accuracy, AP style and production quality.

Mann Publications

MANAGING EDITOR / 2018 - 2020

- Directed editorial operations across four trade and consumer publications, managing coverage, contributors and production.
- Developed daily newsletters for more than 10,000 subscribers, increasing readership and engagement by 22.3 percent.

Music Inc.

ASSOCIATE EDITOR / 2016 - 2018

- Reported and edited news, features and trend coverage for the global music products business, co-developing 20 themed issues and producing special newspapers at major international trade events.

CORE BEATS

Next-gen materials
Climate + circularity
Policy + traceability
Labor + accountability
Fashion technology

EXPERTISE

Research translation
Business journalism
Analytical reporting
Executive interviews
Regulatory analysis
Developmental editing
Editorial strategy
AP style
SEO
Adobe Creative Suite

EDUCATION

Columbia College Chicago
B.A. Journalism
B.A. Graphic Design

PROFESSIONAL DEVELOPMENT

Cambridge CELTA [Pass B]
Cambridge English

LINKS

linkedin.com/in/alexharrell
muckrack.com/alexandra-harrell