

# Alexandra Shakespeare

Senior Lecturer in Publishing at University Alliance

Oxford, , GB

Alexandra Shakespeare is Senior Lecturer in Publishing and Journalism for the Oxford International Centre for Publishing.

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## Biography

Alexandra Shakespeare is Senior Lecturer in Publishing and Journalism for the Oxford International Centre for Publishing (OICP) at Oxford Brookes University, which is now an accredited centre for delivering the NCTJ Diploma in Journalism. As the Course Director of the BA (Hons) Degree in Media, Journalism and Publishing, Alexandra lectures on essential journalism skills as well as specialist genres such as lifestyle journalism, and digital media evolution and careers. She has a particular interest in the multi-platform skill-set needed for journalists entering the industry today, this includes examining the role of the journalist as an entrepreneur. Alexandra also works as an editorial consultant providing multi-platform strategic counsel, digital migration, content, brand, PR, and launch expertise to media organisations globally. She has worked in the publishing industry for more than 20 years as an editor and journalist, predominantly for consumer and lifestyle media covering arts, fashion, beauty, health, travel and human interest stories. As a former Editor of website [Harpersbazaar.co.uk](http://Harpersbazaar.co.uk), Alexandra also launched Harper's Bazaar Arabia while working as an Editor for ITP Media in the Middle East. She has written for many national UK magazines from leading publishers including Hearst, TI Media, Immediate Media, DMG Media, Bauer, and BBC Magazines. Her bylines have appeared in weeklies such as Woman's Own as well as glossies including Olive, Elle Decoration and the Mail on Sunday's You magazine.

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## Industry Expertise

Writing and Editing, Education/Learning

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## Areas of Expertise

Lifestyle Media, Consumer Media, Digital Transformation of Media, Journalism, Media, Skills of Journalists

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## Affiliations

Journal of Magazine Media : Associate Editor

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## Education

Oxford Brookes University

PGCTHE Teaching Higher Education

## Accomplishments

Web Editor of the Year 2010  
2010 Hearst Magazines UK

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## Testimonials

### Clio Wood

Alex and Fliss are an absolute dream to work with. With their complementary backgrounds, they really bring a different perspective to PR, which is a true advantage to working with them. They have some brilliant connections and a really creative and tenacious approach, which has resulted in some fantastic coverage for us. They really cared about our project and I'm so grateful to them for believing in us and helping us to aim high (which is difficult to find when you're a small business). Although we work remotely, they are also great at communicating quickly and efficiently, which is a bonus that shouldn't be underestimated. They've really made an impact on our business.

### Mandie Gower

Alex is an excellent journalist and editor. Along with all the creative and writing skills you'd expect from a senior player, she has boundless energy and huge passion for editorial, plus a knack for finding a solution to every problem. I've worked with her on various publications, and never fail to be impressed by her dedication, speed and brilliant ideas.

### Yara Bou-Anton

Alex is a great team motivator. She is able to recognise each individual's talent and has the ability to encourage and drive a team to accomplish the best results possible. With an intuitive understanding of the industry she is always one step ahead and extremely innovative. A great addition to any team.

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