

# Darcy Alexander

## Editorial Intelligence Partner

PORTFOLIO

thedarcyedit.com

Interview-led editorial strategy for B2B events, built environment, infrastructure, technology and complex markets.

Journalism | Strategy | Thought leadership

### THE PROBLEM I SOLVE

Your best insight is already in your ecosystem: speakers, sponsors, executives, members, customers and market conversations. I turn those conversations into credible editorial assets that work before, during and after key commercial moments - not just on the day they happen.

### Best-fit clients

B2B event companies, complex-sector brands, membership bodies and specialist comms agencies.

### What I deliver

- Insight-led articles, market analysis and executive Q&As
- Founder, speaker and senior-executive profiles
- Sponsor thought leadership with editorial credibility
- Newsletter leads, campaign copy and LinkedIn angles
- Post-event insight: themes, tensions and follow-up ideas

### Commercial offers

- Event editorial retainers
- Interview-led article packages
- Sponsor and partner content
- C-suite ghostwriting and LinkedIn content
- Newsletter ownership
- Post-event intelligence reports
- Editorial strategy audits

### Core skills

#### Interview intelligence

Drawing clear, useful insight from senior people.

#### Angle formation

Finding the tension, not just the topic.

#### Complex-sector translation

Making technical, commercial and policy ideas readable.

#### Editorial strategy

Building campaigns from conversations, not isolated posts.

#### Commercial judgement

Connecting content to sales, sponsors and trust.

**Commercial outcomes:** Stronger pre-event campaigns | Better sponsor value | Year-round audience engagement | Reusable sales and marketing assets | Sharper market authority

## Available for retainers, campaign projects and strategic editorial support

Start with a 30-minute editorial diagnostic to identify the expert conversations, themes and assets your organisation is underusing.

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