

Alexandra Reeve

Marketing Director — Real Estate Development & Construction
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PROFILE

Marketing leader with 12+ years guiding brand, launch, and PR strategy for ground-up developments and large-scale construction portfolios. Trusted partner to architects, GCs, and equity stakeholders.

EXPERIENCE

Director of Marketing — Halcyon Development Group · 2020–Present

Led brand and go-to-market for \$1.4B mixed-use portfolio across five markets.

Marketing Manager — Northwall Construction · 2016–2020

Built in-house creative team; tripled qualified pipeline through partnership programs.

EDUCATION

B.A., Communications — New York University