

CLARE HEAL

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SEASONED RECIPE EDITOR, WRITER AND CHEF WANTS MORE ON HER PLATE

I'm a journalist with more than a decade's experience on national newspapers and magazines and a chef with flair and talent in the kitchen. Following a stint as Lead Recipe Editor for HelloFresh, the UK's largest mealkit company, I'm looking for opportunities which combine the commercial insights I've gained with my editorial nous and passion for good food.

EMPLOYMENT HISTORY

Present	Freelance Writer, Recipe Developer and Private Chef, Columnist for Slick Mummy magazine
2017	Lead Recipe Editor, HelloFresh
2015 – 2016	Diploma Student at Leiths School Of Food And Wine
2014 – 2015	Freelance Writer, Copywriter, Blogger
2011 – 2014	Sunday Express Assistant Features Editor, Feature Writer, Radio Critic, Opinion Columnist, TV Critic, NUJ Rep
2004 – 2011	Sunday Express Feature Writer, Radio Critic, Acting Features Editor
2002 – 2004	Express Newspapers Graduate Trainee

RECIPES

- As (mealkit subscription company) HelloFresh's Lead Recipe Editor I oversaw the production process of 13 recipe cards weekly from creation by the chefs through design, proofreading and technical checks to print. It was my job to make sure the recipes were clear and concisely written, suitable for novice cooks and experienced chefs alike, with accurate ingredient quantities, cooking times and nutritional information.
- Producing weekly photo briefs (including styling directions) to make sure the cards were appealingly illustrated with unambiguous step-by-step guides.
- Writing informative, entertaining and on-brand copy for the front of each recipe card, providing wine matches for the premium recipes and regularly contributing to the company's blog and Fresh Times newsletter.
- Overseeing editorial for HelloFresh UK's first ever Easter Box, turning a complicated three course meal into easy-to-follow prep and cooking steps.
- Development and implementation of a new Style Guide, bringing clarity to the recipe instructions whilst maintaining wit and informality.
- Freelance work for Great British Chefs and Great Italian Chefs websites: writing intros to recipe collections and editing (often complex) chef recipes into house style.
- Recipe development, testing and writing for Great British Chefs website, S Magazine, Woman & Home, Woman's Weekly and book projects, as well as my own catering company and blog: creativity combined with a scientific approach to testing and a theoretical understanding of when, why and how to tweak.
- Food styling, assisting and home economy on photo and video shoots, including in front of camera, for Great British Chefs, Woman & Home and Woman's Weekly.

WRITING & EDITING

- Responsibility on a week-to-week basis for the Sunday Express features section: generating ideas, attending weekly editorial meetings, commissioning, editing, overseeing production, liaising with art and picture desks, managing flatplan changes, proofreading and correction, providing input on headlines, coverlines, captions and pullquotes.
- 10+ years at the Sunday Express and S Magazine researching and writing features on: arts and culture, history, food, health, current affairs, trends, technology and more.
- Project managing and contributing to several one-off, cover-advertised, sales-driving special projects including a 100th anniversary Titanic supplement and a pullout of stories about readers' relatives in World War One.
- Dealing with PRs and agents, negotiating for book extracts, interviews, exclusives etc.
- Collaborating with Express Digital on projects spanning paper and website including a Christmas charity appeal raising thousands of pounds for Blind Veterans and a Mental Health campaign.
- Experienced interviewer. Subjects include Morgan Freeman, Audrey Tautou, Heston Blumenthal, Anthony Gormley etc. as well as academics, scientists, politicians and ordinary people with extraordinary stories.
- Sensitive and nuanced ghostwriter producing comment pieces and first person features for those without the time or skills to do it themselves.
- Alert and responsive to trends: Curated By Clare is my quarterly pick of culture, shopping, food etc. for aspirational parenting magazine Slick Mummy (print circulation: 5,000, 20k+ online readers), its most read page after the main celeb feature. I previously compiled the Sunday Express' Trendometer column, liaising with the marketing department to monetise it.
- Working within the features budget and finding ways to maintain quality while reducing costs, eg. bringing work in house, negotiating free content, author interviews instead of book extracts etc.
- Radio and TV criticism, book and exhibition reviews: ability to appraise something and put it in a cultural context for the reader.
- Full-page opinion columns: processing and reacting to current events in a witty, well-argued and informative way. Choosing appropriate accompanying visual content.
- Travel journalism including city guides and hotel reviews.
- News reporting, including in the field: doorstepping celebrities and interviewees, tracking down case studies. Ability to react to unfolding events (e.g. London riots, birth of royal baby) and move the story on. Working fast and effectively as part of a team under pressure, problem solving on the job.

- Freelance food features published in the Guardian, Telegraph and MailOnline. Attention-grabbing content, shared many times on social media.
- Restaurant copywriting for The Plant branding agency including work for Burger & Lobster, Coppa Club and Wing Wing (which I named). Development of corporate identities, website content, taglines for menus, packaging, exteriors etc.

FOOD & WINE

- Comprehensively trained to a professional level: knife skills, butchery, fish preparation, baking, pastry work, pasta, stocks, sauces etc.
- Professional kitchen experience: second chef at St Clements cafe, Parsons Green (brunch service, seasonal salads, cakes etc.), stagier at Italian restaurant Bocca Di Lupo working in basement prep kitchen, on private events and in the open kitchen upstairs (cold and fried section, pasta, grill). Freelance work for various catering companies.
- Well received private cheffing: freezer filling, dinner parties and holidays of up to 40 people. Host of catered home concerts by the US band June Madrona. Adept at devising and delivering menus for a variety of occasions and budgets.
- Abreast of current trends and well read in food history and science. Graduated Leiths with one of the highest theory exam marks in the year. Regular attendee of the Oxford Symposium Of Food & Cooking.
- WSET Level 3 Award In Wines And Spirits: high-level analytic tasting ability plus extensive knowledge of wine and food matching, viticulture and vinification, grape varieties and main producing areas.
- Good knowledge of the UK food scene and strong contacts book: chefs, producers, writers, stylists, photographers etc.
- Familiarity with what is fact/fiction/fad on the nutritional front. Experience cooking for people with allergies/intolerances and vegetarian/vegan diets and healthy eating/paleo/gluten free/dairy free/low carb etc.
- Work as Kitchen/Teaching Assistant the Good Housekeeping Institute Cookery School prepping ingredients and providing hands-on assistance and tips to students.
- Insight into the commercial recipe development process (including budget and technical requirements) from both HelloFresh and an internship with (frozen-food specialist) COOK's New Product Development team.
- Knowledge of and experience cooking within different culinary traditions: French, Italian, Middle Eastern, Thai, Chinese, Mexican etc.
- Winner of a 2014 competition run by COOK and Ice Kitchen to devise a new lolly flavor, UK Chilli Cook-Off Finalist 2015 (winner of Hertfordshire heat), double prizewinner at Port Eliot Festival 2016 Flower & Fodder show (Pasties and Chutney).

DIGITAL

- Engaged observer of the social internet. Strategic understanding of how shareable content across different platforms (e.g. Twitter, Instagram, Snapchat) is crucial for driving traffic. Helped devise the Sunday Express's social media strategy. Digital consultancy work for a luxury food travel brand.
- Understanding of SEO optimization and metadata: crafting searchable urls, reacting to analytics etc.

GENERAL

- Excellent time management, forward-planning and multi-tasking organisational skills. Ability to juggle short-and long-term deadlines.
- Proficient at using Microsoft Word and Excel, InCopy and InDesign including editing on the page.
- Conscientious interaction with readers: always quick to reply to queries and comments.
- Four years experience negotiating at board level. Responsible for more than 600 staff across four titles as NUJ Rep for Express Newspapers - had success avoiding compulsory redundancies and obtaining favourable terms.
- Founded and ran an independent record label, releasing three singles and securing them nationwide distribution and Radio 1 airplay.
- Dabbler in stand-up comedy and confident public speaker including at Kings College London's Food Showoff! live comedy night and a TEDx event at Southmoor Academy, Sunderland. Occasional guest on Olly Mann's LBC radio show.

QUALIFICATIONS

Leiths School Of Food And Wine

Diploma In Food And Wine (Merit)
 WSET Level 3 Award in Wines And Spirits
 WSET Level 2 Award in Wines And Spirits (Merit)
 CTH Level 4 Diploma in Professional Culinary Arts
 Level 2 Award in Food Safety In Catering
 Level 2 Health And Safety In The Workplace
 COSHH

University Of Oxford, St Catherine's College

First Aid training
 BA (Hons) Modern History

REFERENCES

Available on request.