

Clara Monksfield

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EDUCATION

The London School of Economics and Political Science (LSE)
MSc Marketing - Distinction

2018 - 2019

University of Exeter

BA Liberal Arts - First Class Honours

Major in International Relations, Minor in Marketing & Advanced Mandarin Chinese

2015 - 2018

School of the Arts, Singapore

International Baccalaureate, Theatre major

Directed and performed in over 25 theatre productions with experience in writing, production, lighting, sound design and theatre operations.

2014

WORK EXPERIENCE

Tesco Brand Manager - HBW Product Innovation, Strategy & Media

Managing 16+ categories (e.g., Skincare, Suncare, Haircare, Toiletries, Sports Nutrition).

- Responsible for managing product development projects, promotional plans and brand campaigns to drive brand awareness, incremental million-dollar sales etc.
- Experienced in leading small to large cross-functional teams and managing agency partners.
- Leading Health & Beauty projects from concept to launch with cross-functional teams (R&D, Buyers, Technical, Supplier).
- Developed brand toolkits, ensuring strategic audience targeting, copywriting, and consistent campaign content creation.
- Managing HBW charity partnership relationships, including the Oral Health Foundation and SKCIN cancer charity.
- Presenting propositions, status reports, and PCAs to various stakeholders, ensuring alignment on insights, KPIs and continuous improvements.
- Conducted performance data analysis, trend monitoring, competitor reviews, and social media listening to identify opportunity areas and customer segmentation.
- Managing HBW marketing budget and cost negotiations.
- Marketing Point of Contact for government and legal teams on HBW petitions and policy discussions.

Notable Projects

- **Tesco Kind & Pure Radiant Skincare NPD Launch**
 - Identified skincare as a growth area and launched a new Own Brand range, driving incremental £2M sales in the first year.
 - Managed cross-functional media, product and supplier teams from ideation to launch, with agility and high level of communication and organisation.

- **Tesco Soleil Suncare ‘We’ve Got Your Back’ Campaign**
 - Secured stakeholder buy-in and rallied internal company support to fund 20% VAT coverage, saving Tesco customers £1M.
 - Executed a PR & Social Media campaign to promote the initiative and sun protection, achieving 20M media impressions and +£500K incremental sales.
- **Tesco Kids Oral Care ‘Some Gaps are Good’ Campaign**
 - Highlighted the kids' oral health crisis, gaining additional stakeholder support to cover 20% VAT, bringing high customer impact and reputation building.
 - Generated 8M media impressions and increased sales volume by 10% through social media, email, and in-store campaigns.

Kraft Heinz - Junior Brand Manager for Sauces

Sep 2021 - Dec 2022

- Managed Heinz Tomato Ketchup, Mayo & HP Sauce brand to drive brand equity and relevance through media and product.
- Built strong agency relations across paid & owned media, PR, and design agencies.
- Led social media and digital content calendar, closely collaborating with in-house teams and agencies.
- Developed customer journey, social media, and email marketing for Heinz to Home D2C platform with E-commerce team.
- Managed the annual total Heinz Sauces UK budget.
- Managed innovation projects (worth £20M NSV), with cross-functional collaboration with Insights, Media, Sales, Commercial & Logistics:
 - Managed the Heinz Mashups & Seriously Good Mayo innovation, media plan, and launch in international markets.
 - Coordinated the Heinz Ketchup on Mars UK PR campaign, achieving 163M impressions (target: 85M) and 860M globally.
 - Led HP Sauce Scaffolding nationwide PR campaign, redesigning the iconic label depicting Big Ben covered in scaffolding, with KPIs overdelivering (53M impressions vs 30M).

Marketing Executive for Heinz Baby

Jan 2020 - Aug 2021

- Managed all Heinz Baby brand communications, including digital roadmap, social strategy, content creation, paid media, PR campaigns, SEO, and website optimization.
- Developed and executed the FY Paid Media Comms plan with Carat Media agency.
- Led Heinz Baby launch and execution of Heinz e-commerce DTC platform during the COVID pandemic.
- Led the NHS Donations Campaign, delivering over 169K products to 70+ NHS trusts, generating 25M media impressions within the second month of COVID lockdown.
- Led product rebranding, renovation, and lift & launch projects, collaborating with 5+ factories on tight deadlines.
 - Launched Heinz Baby Let's Cook innovation range from insight to launch, with a 360 marketing plan.
- Lead launch and development of first-to-market fully recyclable baby food pouches with social media & PR coverage.
- Relaunched Heinz Baby website with rebrand, SEO & content refresh, working closely with regulatory.
- Created Infant category trend reports to track market developments and competitors for company-wide distribution.
- Managed the Heinz UK Infant budget.

Kraft Heinz - EMEA Graduate Trainee

Sep 2019 - Jan 2020

Brand Build (Northern Europe), Marketing - Plastic & Sustainability

Working on activating and introducing more sustainable packaging to our portfolio, researching prototypes and building our PR communications plan for Sauces & Beans. This involved collaborating closely with R&D to analyse our product needs, existing recycling infrastructure and the sustainability credentials of the different packaging formats in the market to drive long-term innovation plans.

Kraft Heinz - Marketing Intern

Jun 2019 - Aug 2019

Continuous Insights (EMEA), Marketing - Data Consolidation

Developed strong analytical and insights skills through working on Tableau to develop a cross-category, cross-country database with visualisation capabilities to harmonise marketing' analyses. This involved understanding marketing insights required to inform our business opportunities and track performance across our global market. I built a series of Tableau workbooks to integrate data from Euromonitor International, Kantar and OECD used across the company.

OTHER INTERESTS

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- Avid podcast listener
 - Fitness & Pilates
 - Foodie and traveller (will travel for food)
 - Skincare enthusiast