helen androlia

i'm an integrated brand strategist, digital media trailblazer, and insufferable know-it-all who believes that while consumers are complex, ideas shouldn't be.

awards

Converse + Foot Locker Momentum Worldwide

> Chobani Thinkingbox

Amazon Prime Studios Thinkingbox

> Urban Fare Antisocial

Hellmann's Canada Ogilvy

> Oreo/Mondelez FCB Canada

benchmarks

the first 'Converse Sessions' Bronze: Experiential Marketing Clio Music, 2023

'Chobani Oatmilk Cosmic Race' Games Metaverse, Immersive & Virtual The Webby Awards, 2023

'Invincible Drive-In' Open Air Experience of the Year The Drum, 2021

'No Reservations' Best Use of Content Marketing Canadian Search Awards, 2021

'Helimann's vs. Virtual Food Waste' Silver: Brand Content Silver: Brand Integration Bronze: ATOMIC Engagement ATOMIC Awards, 2021

'Oreo: Wonderfilled Olympics' Silver: Digital, CPG (Food and Beverage) Canadian Marketing Awards, 2014

Canadian Paid Instagram Campaign Canadian Best-In-Class Instagram Campaign Programmatic Social Campaign in Canada Contextual Tweet Placement Twitter Narrowcasting Account Absolut Canada Bottle Design

affiliations

professor

Centennial College Miami Ad School Toronto

APG Education Board

Account Planners Group Canada

member

affiliated speaker

FITC Masterclassing

CAMP Calgary Mesh Marketing

past speaking engagements

s Collide Halifax Podcamp Foursquare Day

guest lecturer George Bro

Rotman School George Brown College University of Toronto 2019-2022 director, strategy (brand) Momentum Worldwide

2020-2022 director, strategy Thinkingbox

2019-2020 director, digital strategy Juniper Park \TBWA

2016-2019 director, social media strategy Innocean Worldwide Canada

2014-2016 director, content strategy Gravity Partners Ltd.

2012-2014 senior social media strategist FCB

2012-2013 contract content developer + community manager Various

2010-2012 online media specialist Head2Head Inc.

education

2010-2012 postgraduate certificate public relations Ryerson University

2001-2006 BFA special honours theatre design + production York University

start here for my curriculum vitae

my approach

i prioritize simplicity, ingenuity and adaptability in my strategic thinking, which has resulted in a highly diverse portfolio of projects on some of the world's favourite brands and products.

the body of my work has defined by a willingness to experiment on **how** ideas come to life while never compromising on the **why** the execution will work, no matter the medium or channel.

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experienc

director, strategy (brand) Momentum Worldwide

2022

present

2022

Nike International Delight Kellogg's Bacardi Accor Kid's Help Phone I currently lead a team of digital and social media strategists with a wide range of skills, supporting both as a subject matter expert and a brand lead on a number of clients. A key member of the senior leadership and agency pitch team, my current focus is on helping Momentum further integrate their strategy discipline into their overall offering, and provide both brand and technical skills to aid them in continuing to meet – and exceed – their clients' experiential needs.

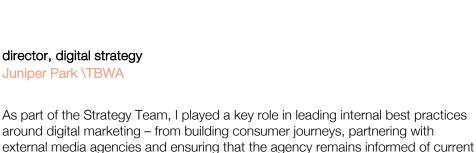
2019 director, strategy

Thinkingbox

As a renowned creative technology and design production house, I was tasked with building a strategic discipline within the agency to support their growth into a higher rate of direct client asks, primarily on a per-project engagement basis.

- Entered the agency as the sole strategist, growing the core team to 5 within a year
- Designed the creative briefing and strategic integration process
- Played a key role in growing the Toronto office's overall revenue, by an estimated increase of \$300k per project engagement through 2021
- Provided mentorship and guidance across the TBX team, but also through their social media discipline, Antisocial, where I led both teams for several months across 5 offices
- Demonstrated high levels of versatility by providing a range of services from brand and campaign planning, connections planning, back-end design and builds, often producing 2-3 briefs on a weekly basis for a variety of projects
- Led strategy across several award-winning projects, spanning technology, design, experiential and full-scale campaigns
- Led several whitepaper and thought leadership initiatives, with strategic innovations focused on Pandemic stress messaging, digital history and anthropology, and research techniques to anticipate 'future state' technology
- Contributed to increasing the overall visibility of the agency through promotional content such as subject matter expertise podcasts and industry publications

Chobani Adobe Ricki's Cleo Amazon Prime Studios Netflix Bravol Primer Enthusiast Gaming FitXR Oculus Save-On Foods Ripley's Aquarium



2019

director, digital strategy Juniper Park \TBWA

trends and developments in the digital world.

present

Capital Group CIBC Simplii Financial TurboTax OLG Centre for Women's Health **UNICEF** Canada Nissan PepsiCo

My role included, but was not limited to, input concerning performance, social media and CRM strategy across multiple clients and verticals, in addition to providing guidance for the Creative team and external (client) recommendations.

2018

Miami Ad School Toronto

instructor

present

Pitch + Presentation Portfolio The Insight

As a top-rated Strategy Instructor at MASTo, I have developed and lead several classes across their Social Media and Strategy Bootcamps, as well designing new curriculum for the inaugural season of the Creative Strategy Program.

- Plaving an active role in recruitment and advocacy for the school. I routinely host informational evenings with high-profile industry experts and appear at a variety of post-secondary institutions for workshops and promotional events
- A passionate student advocate, I teach in three out of the four session periods annually, as well as contributing additional support and mentoring throughout the Live Client Pitch process and beyond student graduation
- Within two years, I was asked to design and launch two of the inaugural classes for the new Creative Strategy Certificate program, in addition to expanding my role within the Social Media Strategy Bootcamp to providing support for the Strategy Bootcamp programming

2016

director, social media strategy Innocean Worldwide Canada

2019

Kia Motors Hyundai Motors Genesis Motors Little Caesars Merrell During my tenure, I founded and developed the agency's current social media offering as a core senior member and strategy director of the client-neutral Digital Labs at Innocean Worldwide.

- Expanded team to four members, including interactive content development
- Grew revenue an additional \$500K per annum
- Led the acquisition of three social media-exclusive clients
- Developed integrated strategy initiatives resulting in a 220% increase in media billings .
- Led brand planning on the emerging Genesis Motors brand
- Developed and implemented full-scale processes and protocols for live event coverage, regular content planning and crisis communications
- Provided high-touch client service to aid in the organizational understanding of the role of social media that resulted in regular creative innovations and a transformation of integrated planning
- Introduced the implementation of several MarTech optimizations across core clients, including holistic social media management, content planning and approvals and remote workspaces
- Defined key metrics and delivered comprehensive reporting across internal services, including inhouse Media, and external client presentations
- Routinely provided year-over-year growth on all benchmarks

2014 director, content strategy Gravity Partners Ltd.

2016

Coca-Cola Canada Coca-Cola Nestea Sprite vitaminwater Corby Distilleries Absolut Jameson J.P. Wisers The Glenlivet Maliibu Rum Havana Club Jacob's Creek Abelour Stoneleigh Polar Ice Campo Veijo

Campo Veijo Sobeys Inc. Campbell's Canada

> -2014

Mondelez Canada Oreo

Chips Ahoy! Thinsations Del Monte Canada Meow Mix Milk-Bone Sun Life Financial Foodland Ontario Fairmont Hotels Michelina's Coors Light OLG Reporting directly to the President and CEO, I oversaw a team of eight community managers and designed comprehensive cross-channel social media, influencer and brand strategies.

- Maintained a perfect pitch win rate as a core member of the new business team, resulting in agency growth rate of over 300%
- Developed and executed full communication and crisis plans for global brands such as Coca-Cola
- Established a live event coverage framework for all clients, including guidelines for brand
 ambassadors
- Routinely executed and presented regular reporting on all efforts, in partnership with external media teams and on internal creative reporting
- Led social media copywriting prior to team expansion in addition to defining and implementing best
 practices across the Community Management team and agency creative
- Designed and implemented full content strategies across all clients, including eCRM and top-funnel exercises
- Provided hands-on leadership and execution of a wide variety of creative projects, including live event coverage, in-house photography and more

2012 senior social media strategist

FCB Canada

As the agency's first hire in the discipline, I was instrumental in the early development of their offering, directly contributing to their growth from two social media clients to six in a two-year period.

- Led social media strategy, content calendar copywriting, measurement and reporting across all clients, with an average of over 600 unique posts per month
- Created and implemented social media brand planning processes, including a multi-agency realtime content creation and approval process
- Was an essential team member in the 'glocalization' of brand content, working seamlessly with external agency teams, both domestically and internationally to plan and implement regular content calendars and campaigns
- Provided high-touch community management services and regular client reporting
- Regularly spoke at high-profile marketing events on behalf of the agency and clients
- Two 2015 Silver CMA and Cassies, Digital Campaign, for Oreo Canada

2012 -2013

TORONTO 2015

Freedom 55 Financial

Stewardship Ontario

@InnovationGreen

@OrangeDrop

Pan Am Games

- freelance content creator and community manager FUSE Creative (formerly FUSE Marketing Group) Ontario Ministry of the Environment
 - Created comprehensive cross-platform content calendars
 - Advised on social media best practices and communications with a focus on risk-reduction and community outreach during brand launches
 - Executed regular community management duties
 - Developed regular and as-needed Twitter communications to help further Stewardship Ontario's reach and grow their fan base
 - Increased followers and overall reach by 250% -
 - Raised the profile of the Ontario Ministry of the Environment to help increase awareness around new
 and existing initiatives
 - Executed regular community management

2012 community manager

Jugnoo Inc. (now closed)

• Daily management of all social media channels, primarily Twitter and Facebook

• Content development and copywriting, including social media communications, company culture blog, and a weekly educational customer newsletter, 'Social Advisor'

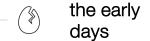
- Doubled the size of the existing social community in less than six months, and reached a consistent average of 70 online mentions per day with exclusively organic execution
- Enhancing external relationships through front-facing customer service and brand advocate outreach
- Advising internal and external stakeholders on social media strategies and best practices

2010 online media specialist

H2H: Head2Head Recruiting

2012

- · Daily management of all social media channels
- Content generation lead for the company blog and corporate marketing materials, including educational content for external and internal clients
- Provided research support for all departments, including industry trends and developments, indepth information on potential clients and determining influencers
- · Researched and developed content for external presentations, including supporting materials
- Promoted and executed online events, including live Tweetchats and upcoming webinars



BLOCKBUSTER VIDEO

Toronto, Ontario Assistant Store Manager/WIND Mobile Sales Specialist, 2010 - 2011 Assistant Store Manager, March 2007 – November 2010 Shift Leader, 2004 – 2007 Customer Service Representative, 2003 – 2004

WEXFORD COLLEGIATE SCHOOL FOR THE ARTS

Toronto, Ontario Guest Artist and Professional Skills Educator, 2005 – 2009

SCOTT LIBRARY

York University, Keele Campus, Toronto, Ontario Special Needs Assistant, 2002 – 2003 Circulation Department Express Desk Checkout, 2001 – 2002

GREAT WEST LIFE ASSURANCE COMPANY

Mississauga, Ontario Front Desk Receptionist, May – September 2003

ROGERS VIDEO

Brampton, Ontario Customer Service Representative, 1999 – 2002

PRIVATE RESPITE PROVISION CONTRACT WORK

Brampton, Ontario Alym Ahmed, 1997 – 2001 Darryl Kumar, 2000 – 2001

