

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

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

Chobani
Thinkingbox

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

Amazon Prime Studios
Thinkingbox

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

Urban Fare
Antisocial

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

Hellmann's Canada
Ogilvy

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

Oreo/Mondelez
FCB Canada

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

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.

benchmarks



the first

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

2012-2014
senior social media strategist
FCB

2012-2013
contract content developer + community manager
Various

2010-2012
online media specialist
Head2Head Inc.

affiliations



professor

Centennial College
Miami Ad School Toronto

member

APG Education Board
Account Planners Group Canada

affiliated speaker

FITC
Masterclassing

past speaking engagements

CAMP Calgary
Mesh Marketing
Collide Halifax
Podcamp
Foursquare Day

guest lecturer

Rotman School
George Brown College
University of Toronto

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.



experienc e

2022
-
present

director, strategy (brand)
Momentum Worldwide

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
-
2022

director, strategy
Thinkingbox

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

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

2019 **director, digital strategy**

Juniper Park \TBWA

-
present

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

As part of the Strategy Team, I played a key role in leading internal best practices around digital marketing – from building consumer journeys, partnering with external media agencies and ensuring that the agency remains informed of current trends and developments in the digital world.

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 **instructor**

Miami Ad School Toronto

-
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.

- Playing 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 in-house Media, and external client presentations
- Routinely provided year-over-year growth on all benchmarks

2014
-
2016

director, content strategy
Gravity Partners Ltd.

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

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
-
2014

senior social media strategist
FCB Canada

Mondelez Canada
Oreo
Chips Ahoy!
Thinsations
Del Monte Canada
Meow Mix
Milk-Bone
Sun Life Financial
Foodland Ontario
Fairmont Hotels
Michelin's
Coors Light
OLG

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 real-time 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

freelance content creator and community manager
FUSE Creative (formerly FUSE Marketing Group)
Ontario Ministry of the Environment

TORONTO 2015
Pan Am Games
Freedom 55 Financial

- 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

Stewardship Ontario
@InnovationGreen
@OrangeDrop

- 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 - 2012 **online media specialist**
H2H: Head2Head Recruiting

- 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, in-depth 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



the early days

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

