

# 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

2022-present  
head of strategy  
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

1

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

## affiliations



professor

Centennial College, Full-time and Postgraduate Program  
Miami Ad School Toronto, Program Director

member

APG Education Committee - Lead  
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





# experience

2022

head of strategy

Momentum Worldwide

present

Nike  
Kellogg's  
Bacardi  
GM  
Moosehead  
Accor  
Danone  
Kid's Help Phone

I currently lead an integrated practice with a wide range of offerings, 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.

Highlights to date include:

- Developed internal strategy practice to include digital, social, content and influencer practices, with cross-functional collaborative processes to include Sponsorship, Digital (international) and Production for seamless end-to-end work
- Acting as strategic lead on international and domestic pitch efforts, with an 80%+ win rate across projects and AOR responses
- Creating an integrated briefing approach to ensure delivery on all client activation metrics beyond traditional XM measurement
- Played a key role in increasing the Moosehead business beyond Shopper and XM to include television and social creative for Truly Hard Seltzer's NHL first year partnership, resulting in brand consideration increases of nearly 40%
- Was named Canada's first Momentum Worldwide Employee of the Month in recognition of contributions to new business, cross-border strategy and 'overall elevation of the creative product'

2019

director, strategy

Thinkingbox

2022

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

2020

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. Wiser's  
The Glenlivet  
Malibu Rum  
Havana Club  
Jacob's Creek  
Abelour  
Stoneleigh  
Polar Ice  
Campo Viejo  
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 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, 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

