

Christine Héлары

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PROFESSIONAL SUMMARY

Recognized for my great ability to analyze and learn, as well as for the strong execution of projects of quality, on time and on budget. Dedicated to my mandates. Great team spirit.

Significant expertise in account direction and project management roles, as well as in strategic planning and marketing, first in a multinational company, then in advertising agencies and finally with my own communications firm.

I always thrive to learn, analyze and create!

Clients in: Pharmaceuticals, biotechnology, food

Areas of expertise: Project management; Branding; Web design and e-commerce; Development and implementation of communications campaigns; Corporate image development; Strategic planning; Freelance team management.

International experience: Canada, USA, France, Chine.

Education: Master in Business Administration, MBA, USA

Bilingual: English and French

Interests: Hiking in Nordic countries; Mindfulness.

PROFESSIONAL EXPERIENCE

2003 to present

Account executive – Project Manager – Owner

Stratege Health – Stratege Creative Inc., communications agency, Montreal & USA

- **Maintained high customer satisfaction** with high quality, on time and on budget projects (see testimonials)
- **Won a major customer account for a \$200,000 mandate.** Was competing against large Montreal advertising agencies for this mandate.
- **Developed the new corporate image for Pendopharm, which contributed to its growth.** In particular, the website was completed in record time. It included more than 100 drug profiles, which required meticulous data management and quality control. Launched in 2013, the website still uses the same "backend" programming today.
- **« Freelance » marketing director** for several startup biotechnology companies
- **Responsible for food labeling projects**, compliant with Canada & USA legislations

15 years

Other positions as account executive, marketing project manager and marketing research analyst

SKILLS

- Strong analytical mind
- *“Demonstrates a great capacity to integrate and synthesize lots of information.”*
- Acute sense of details and organization
- *“Respect of budgets and timelines”*
- Ability to simultaneously manage multiple tasks, projects and priorities
- Strong ability to work under pressure
- Acute sense of customer service
- *“Highly dedicated to [my] mandates. A great team member, attentive to other people’s opinions and feedback...”*
- Ability to learn quickly and curiosity for new areas of knowledge
- Creativity

EDUCATION

Master in Business Administration (MBA)

Bowling Green State University, USA

Classes in graphic design, web design and photography, Montreal

Concordia University and UQAM (Université du Québec à Montréal), Montreal

Food Science online classes

HarvardX, Harvard University online

TECHNICAL SKILLS

Microsoft Office Suite • Adobe Creative Suite • Content Management System (CMS) Wordpress • E-commerce plugin Woocommerce • Customer relationship management (CRM), project management and time management softwares • Web analytics tools (Google Analytics)

TESTIMONIALS

"Ms. Helary masters many important skills which prove most useful when working with her. Her strategic mind, professionalism, strong marketing experience, attention to detail, wide knowledge of the pharmaceutical sector along with her forever respect of budget and timeline are only few of the qualities she brings to the table.

It is always a renewed pleasure to work in collaboration with Ms. Helary."

Lise Hébert, Vice-president, Corporate Communications, Neurochem Inc.

"Christine Helary's work has been instrumental in the development of our new image at PENDOPHARM. She clearly understood our strategy and she tailored her services to support us. Her timeliness, flawless execution and her high standards allowed us to develop and unveil our new image with great pride.

She is a true partner who takes client satisfaction very seriously."

Élise Vézina, Vice-president and Division Head, PENDOPHARM

"This partnership has positively impacted the success and growth of our company."

Lisette De Luca, Project Manager, PENDOPHARM

"She is highly dedicated to her mandates. A great team member, attentive to other people's opinions and feedback, she is always very pleasant to work with!"

Gilles Derome, Vice-president Life Sciences, Centre d'entreprises et d'innovation de Montréal