

Christopher J. Torbay

99 Hilton Avenue
Toronto, Ontario, M5R 3E8
Canada

(Mobile) 416-458-5579
www.christorbayonline.weebly.com
ctorbay@gmail.com

Yield & Yield Digital – Toronto **2007 – 2016**
Creative Director

Clients: Porsche Canada (new business win), Scotiabank International, Honda, Glassopolis, Ontario Government, Motorola, Knightsbridge Careego, Wolf Blass

Burt/Torbay – Toronto **2005 – 2006**
Creative Director

Clients: Dairy Farmers of Canada (National TV, Cinema, Print, Outdoor, Promotions)

Grey Worldwide – Toronto **2003 – 2005**
Interim Creative Director/Associate CD

Clients: Suzuki Motors, AIM Trimark Investments, Dairy Queen, Eli Lilly (Cialis), Novartis (Maalox), Canon, Playtex, GlaxoSmithKline, P&G

Freelance – London/Toronto **2002 – 2003**
Writer/Creative Director/Consultant

Client Agencies: Joshua-London, G2-London, COI-London, DCC Canada

CDP – London **1999 – 2001**
Senior Writer/Interim Creative Director

Clients: Totaljobs.com, Honda, Canon, Marketeye/Thomson Financial, Matalan, Haymarket Publications, Scottish Courage, BNFL

Dentsu, Inc. – Tokyo **1996 – 1999**
International Creative Director

Responsible for English-language creative in Tokyo, pan-Asian campaigns, global strategic planning, hiring. Consultant to Executive VP in the development of B/com3.
Clients: Mitsubishi Electric, Honda, Toyota, Coca-Cola, Fujifilm, Nestlé, Olympus, NEC, Bridgestone, Mercedes-Benz, Suntory, Canon, Panasonic, Sony, Shiseido

Foote Cone & Belding – Chicago **1995 – 1996**
Vice-President, Creative Director

Clients: Quaker Cereals (significant new business win), Gatorade, Illinois Lottery, Kraft/General Foods

D'Arcy Masius Benton & Bowles – St. Louis **1993 – 1995**
Associate Creative Director/Creative Director

Clients: Budweiser, Coca-Cola, Blockbuster Video, Burger King, Natural Light, Pilsbury, M&M Mars

Foote Cone & Belding – Toronto **1990 – 1993**
Copywriter

Clients: Mazda, Molson Breweries (Coors, Coors Light, Molson Export, Carling), General Mills (Cheerios), Nestlé

Christopher J. Torbay

Awards

Summit International Awards 2016

- B2B Logo Design – **Best in Show** – 150Alliance/CFC
- Financial Advertising – **Gold** – Equifax Canada
- Corporate Rebranding – **Silver** – Polar Asset Management Partners
- Radio Campaign – **Silver** – Georgetown Craft Beer Festival
- Complete Branding Package – **Bronze** – Shift Health

Summit International Awards 2015

- Insurance Campaign – **Silver** – OMA Insurance
- Branding Campaign – **Gold** – OMA Insurance
- Outdoor Advertising – **Silver** – Porsche Canada
- Consumer Magazine – **Gold** – Porsche Canada

ADCC

- Radio – **Campaign Silver** – VB Launch Campaign 2010

Applied Arts

- Radio – **Winner** – VB Launch Campaign 2010

Cannes

- Television – **Merit** – Maalox (as Creative Director)

FCS Portfolio Awards

- Television – **Silver** – AIM Trimark (as Creative Director)
- Corporate Print – **Bronze** – AIM Trimark (as Creative Director)
- Consumer OOH – **Bronze** – AIM Trimark (as Creative Director)

FCC Tokyo Ad Show

- Print – **Gold** – NEC
- Print – **Bronze** – NEC Corporate/Environmental

Asian Advertising Awards

- TV – **Gold** – Mitsui Marine Insurance

Yomiuri Advertising Awards

- Newspaper Print – **Silver** – Japan Telecom "One World"

Asian Advertising Awards

- TV – **Best of Show** – Suntory Hall "Intoxicated"

London International Advertising Awards

- TV – **Gold** – Suntory Hall "Intoxicated"

Midwest Regional ADDY

- Newspaper Print – **Gold** – Firewood For Sale

St. Louis ADDY

- Newspaper Print – **Gold** – Firewood For Sale

Art Directors' Club of Canada

- TV Campaign – **Silver** – Black Horse Beer

Art Directors' Club of Canada

- Radio Campaign – **Silver** – Black Horse Beer

Education

University of Toronto at Trinity College

Bachelor Of Science

English/Psychology Double Major

Relevant & Irrelevant Special Skills

Japanese – National Proficiency Level 4

Private Pilot – Instrument Rated – US, Canada and UK

Christopher J. Torbay

Additional Bits

At Yield I led the Creative Department in the win of the Porsche Canada business – a pitch involving several rounds of spec creative. I helped launch Scotiabank Be in the Caribbean – a youth brand for the bank now rolling out in 27 Caribbean & Latin American countries. Key contact in \$250K Osler new business win.

As Interim CD at Grey Toronto, I led the department in three consecutive new business wins – Eli Lilly (Cialis), FRMPC, and The Government Of Ontario. These included spec creative, complete custom rewrites to the agency pitch document, planning and pitch presentation.

As VP, Creative Director at Foote, Cone & Belding Chicago, I was a key member of the team that successfully pitched the Quaker Cereals business, a significant win for the agency.

As Creative Director at DMB&B St. Louis, I led several new business pitches, and won a significant portion of the national Coca-Cola assignment.

And as the new guy at CDP, I was instrumental in bringing creative people back to creative presentations, and encouraging the *performance* of television and radio scripts. By the end, even John Parker was standing up, waving his hands and reading in silly voices.