

# JANOS TORBAGYI

## SENIOR CREATIVE STRATEGIST

### PERSONAL STATEMENT

Results-driven creative strategist with over 8 years of experience in planning and executing 360-degree communication campaigns and 5 years of experience in leading integrated communication teams on both sides of the creative sector.

Demonstrated success in developing new strategies and advertising plans based on trends, business needs, and industry insights. Skilled in conducting research, understanding data and managing senior professionals with empathy but a keen eye on the outcome.

I'm looking for a job for the long run where everyone is passionate about creating something extraordinary. After gaining several years of experience with a wide range of customer personas in several diverse teams, I understand the needs and logic of clients and the routines of agencies.

### WORK EXPERIENCE

#### MARKETING DIRECTOR, LIGHT ART MUSEUM BUDAPEST — APR 2022 - DEC 2023

Conceptualised and executed a comprehensive brand strategy for a new independent contemporary art museum in Budapest to become one of the country's most visited and well-respected exhibition spaces. Team leader of 8 professionals.

- Analysed research results and competitors' insights to identify target audience; developed a non-standard campaign strategy to showcase the brand
- Supervised digital advertising campaigns, including planning, recruiting, buying and overseeing the production of adverts from brief to publication
- Developed and implemented a comprehensive media plan that resulted more than 250.000 visitors and reached return on investment (ROI) within 1 year

#### CREATIVE DIRECTOR, SPARTY BUDAPEST — JAN 2019 - NOV 2023

Successfully led and managed all the international branding and digital-first advertising activities of the 5th largest, top-of-mind, benchmark tourist-attraction brand of Hungary.

- Provided insightful analysis of ROI from advert campaigns and established an evaluation process to measure the success of future sales- and marketing activities
- Increased brand-awareness on an international level with effective media buying, copywriting, content production and e-commerce solutions
- Exceeded online retail sales goals by an average of 20% annually and increased ROI

#### SENIOR CONTENT STRATEGIST, DOCLER HOLDING — SEP 2021 - FEB 2022

Developed and led a high profile re-branding campaign for the CEO. Team leader of 10.

- Developed creative- and content strategy on tight deadlines for a 3M EUR campaign
- Created content treatments, wrote more than 70 digital and TV advert copies
- Coordinated all the publications across TV, Press, OOH, PPC, Programmatic and Social

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## SENIOR CREATIVE STRATEGIST

### **FREELANCE EXECUTIVE PRODUCER, RTL HUNGARY — 2020 - 2021**

Developed an original, editorial-driven short-form Current Affairs TV format for RTL Group. Created voice-over copies for 30+ episodes from concept to completion.

### **CREATIVE PRODUCER, LITTLE GREEN MAN AGENCY — 2015 - 2021**

Multi-functional creative producer besides Mr. Zsolt Erdélyi. Worked as writer and producer in domestic and international advertising, non-profit and political campaigns. Played a key role in the creative process, wrote contents and project plans while gained ability in communicating concepts to internal and external stakeholders.

- Rebranding campaign manager for OTP Business and OTP eBiz
- Strategy planner and conceptual copywriter for Momentum Mozgalom and TASZ NGO
- Conceptual creative and copywriter for domestic OOH and radio campaigns for TV2
- Creative producer and media planner for midsize FMCG companies

### **INTERNATIONAL SALES MANAGER, T-SYSTEMS HUNGARY — 2011 - 2014**

Project manager in international deals with Allianz & Deutsche Telekom. Acted as single point of contact for a 20-month-long, 3M EUR project.

## **EDUCATION**

BSc in Chemistry, ELTE University, Budapest, Hungary — 2015 - 2021

A Levels in Chemistry and Math, Budapest, Hungary — 2008

GCSEs, Ferences Gimnázium, Szentendre, Hungary — 2008

## **SKILLS**

Team Leadership, Strategic Planning, Media Planning, Digital Advertising, Problem-solving, Project Management, Reputation Management, Public Relations, Customer Insight, Quantitative Research, Social Trends, Negotiation, Stakeholder Management