

Chad Zahorchak

2695 43RD Av, San Francisco, CA 94116
Mobile: 415-279-5222 // Email: czahorchak@icloud.com

Eleven Inc – San Francisco, CA

March 2019 – Present – Co-head of Integrated Production, part of Leadership Team.

The focus of the group is on great work and casting a team that supports the creative vision. It's not just about a great meeting, it's about the end game and anticipating how all the pieces and parts are connected. Pushing the limits, creating something great, and doing something that's never been done before. Connecting the dots, initiating great conversations, proactively seeing the field ahead and facilitating creation and innovation. Simply put, think of it as mission control for all accounts.

June 2016 – March 2019 – Executive Integrated Producer

Client: CommonSpirit / Dignity Health - Led all brand initiatives for the *Hello humankindness* campaign, across all media channels, including the found footage TV spots that stand out from the health care category.

Highlights:

Launching "Buzzcut" found footage TV spot and working with Riley and her family to get her story out there, ending with an event at a local hospital to support Riley and donate funds to charity.

March 2015 – June 2016

Client: Oakley - Senior Project Manager – When I arrived, the *One obsession / #LiveYours* campaign was already sold in. Our team then had to travel the world to document stories from Oakley's pool of athletes and provide digital and retail files to support the global support of campaign. It was quite the production machine.

Highlights:

Traveling to SoCal for a photoshoot with Ryan Sheckler and getting to skateboard the rented space even before even Ryan, the professional.

Venables, Bell and Partners – San Francisco, CA

September 2013-October 2014 – Senior Project Manager

Client: Audi - Led all brand initiatives, including the launches of the A3 and Q3.

Highlights:

The tv commercial for the A3 launched during the Super Bowl.

Butler, Shine, Stern and Partners – Sausalito, CA

2009-2013 – Senior Project Manager

Client: MINI USA - In charge of all day-to-day management of both brand and local dealer initiatives across a large team.

Highlights:

Played an intricate role in the launch of the MINI Countryman and was very fortunate to manage the Rocks the Rivals Test Drive tour, where we partnered with the legendary band KISS.

2007-2009 – Account Supervisor / Project Manager

Client: Columbia Sportswear – Helped launch the *Greater Outdoors* campaign which included a large media buy of unique print and digital placements, as well as building out three retail stores with the various Pioneers of the Greater Outdoors that we searched endlessly for.

Highlights: Meeting Gert Boyle before presenting the new campaign.

Traction – San Francisco, CA

2005-2007 – Account Manager

Client: [Apple](#) - Managed all direct marketing efforts for the K-12 education group. *Rethink the Possibilities* was the umbrella idea that embraced why today's modern-day tools could be catered to benefit the learning of children, one-by-one.

Freshjive Clothing – Los Angeles, CA

2003-2004 – Marketing Project Manager

In charge of all marketing and design department requests. Managed timeline, budget, product ordering, samples, sales reviews and production handoffs.

Highlights: Enhanced communication, efficiencies and teamwork across all departments by applying client-based experience to an internal brand. Managed catalog and website photoshoots.

Jager Di Paola Kemp Design – Burlington, VT

2000-2003 – Account Director

Client: [Burton Snowboards](#) - Managed three product years. This was a very complex project and every day was a constant challenge. Helped develop a new formula for project briefs, which was involving the key decision makers (riders or sales leaders) earlier in the process.

Highlights: Process: Restructuring the way the account was set up to divide the vast amount of boards into a more manageable system. This provided a better way to organize the product line, as it allowed the creative teams to focus which designs were for a niche and which were for the masses.

Personal: Having two dedicated art buyers that searched the world for talented artists. And the meetings at Stowe Resort in the Winter were pretty epic.

Magnet Interactive – Washington, DC

1999-2000 – Producer

Client: [Kellogg's Cereal](#) –Produced animated web sites for multiple cereal brands; Eggo Waffles, Pop Tarts, Froot Loops and Frosted Flakes.

Highlights: The launch of the Froot Loops Mummy Marshmallows web site had phenomenal success. Statistics showed that visitors were spending an average of 30 minutes on site.

1997-1999 – Associate Producer

Client: [Radisson Hotels](#) – Managed team that developed online reservation tool for early online bookings. Sent out weekly hot deals for last minute availability.

Education

Computer Learning Center, Alexandria VA. Earned programming certificate in 1996, specializing in C, CICS and Cobol programming languages.

Ongoing studies – Continuing education at City College, San Francisco. Working towards BA in Business Marketing.