



“Resourceful and communicative, Chad has great instincts and emotional intelligence, strong internal relationships and massive respect for his teammates. He’s also great under pressure and doesn’t give up. He always figures out how to make something happen. He has a passion for strong creative and high standards therein. You hope you'll get to work with Chad.”

Monique Verrier: Associate Partner, Director of Creative Ops Eleven Inc

Chad Zahorchak

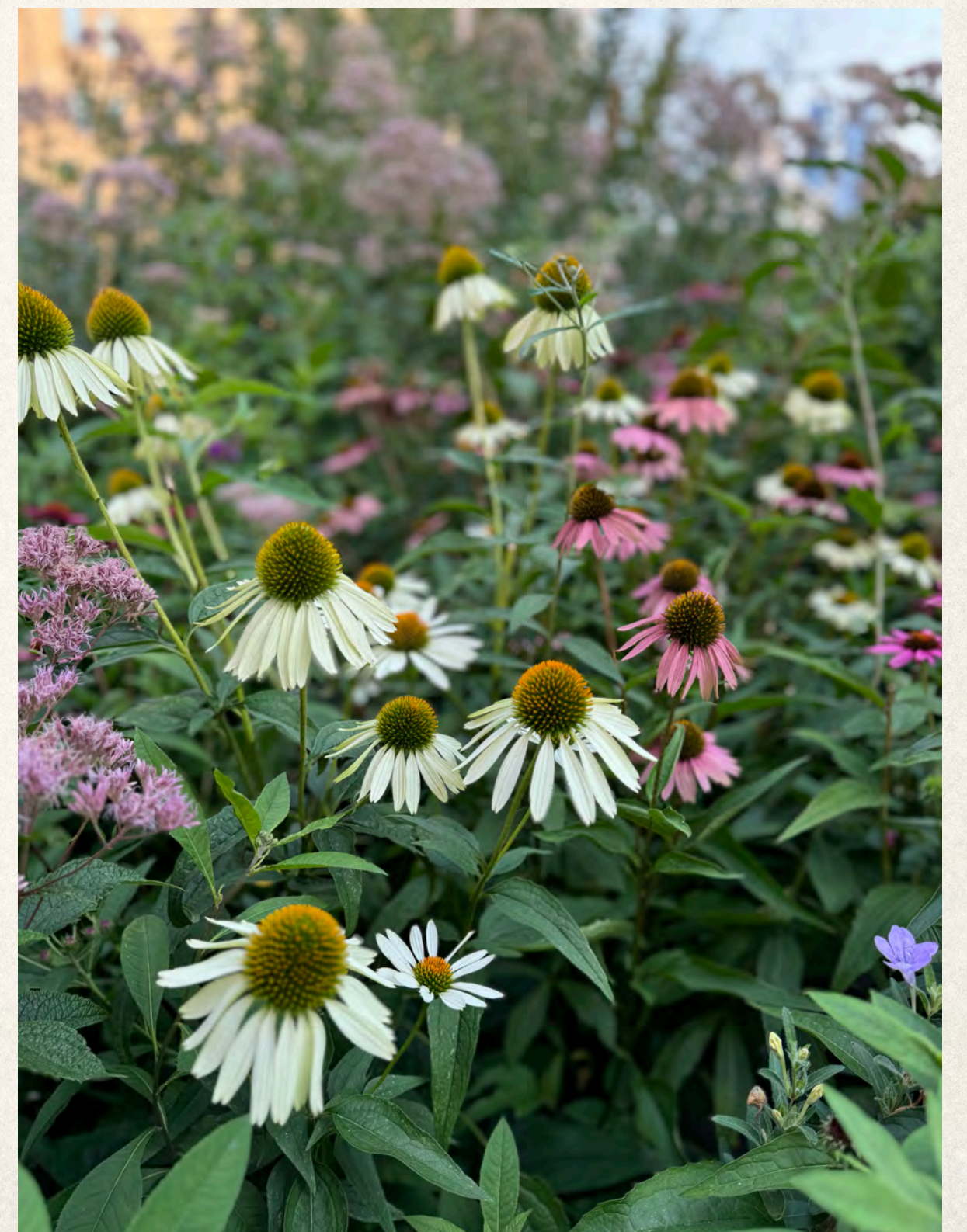
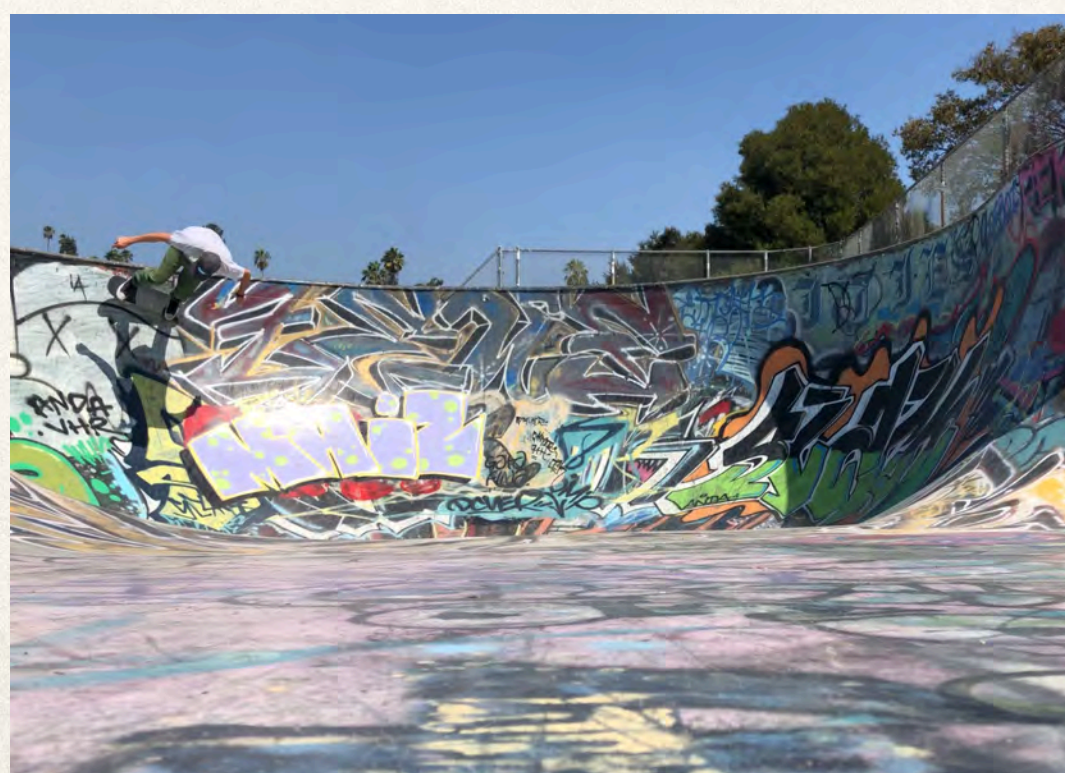
Founder, Producer

October 2025

A little about me...

My name is Chad Zahorchak. I've been a design, advertising and production professional since 1997. I have worn many hats, have a strong work ethic, and most importantly, surrounded myself with great teams to achieve ambitious work.

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Resume

In Q4 of 2024, I launched my own LLC called Project 73 Productions. Currently contracting with wonderful clients and all of my wonderful work with Ariat International was under this new entity.

Company: Project 73 Productions // Role: Founder/ Producer

Ariat International | December 2024 to Present

Produced a number of great projects in-house for Ariat. All things for the Western channel. Athletes in saddle, yep. Models for rodeo fashion, got that too. Getting behind the curtain with the VP of Denim to tell a craftsmanship story, one of my favorites to date, just for the passion and attention to detail.

And lastly. a partnership with Brock Purdy and Annie Bosky, which was a fun shoot that provided assets for a fully integrated campaign across web, mobile, paid and organic social, in-store, and a TVC spot. Annie Bosko wrote a custom song and we even got some linemen to dance.

Resume

Associate Director, Creative Production

SoFi | March 2022 to November 2024

My role was to fully develop the Production Studio function within our in-house agency. Built a core full-time team of 5, sourced a high-level bench of contractors, and created the infrastructure (studio equipment, audio-visual, rendering capabilities) to bring a plethora of projects in-house, saving the company over 3 million dollars in the process.

In addition, process, projects intake and resources management were overhauled in order to sustain the growth and smooth operations of the studio.

Program Manager

AKQA | August 2021 to February 2022

A perfect opportunity to go back to where my career started back in Washington D.C. Had a 6-month contract to work on the launch of Bethesda Games “Starfield”, project managing , produced a series of interviews with the key leads of project, and worked with Remedy and Epic Games on the CG Trailer for “Alan Wake II” that was unveiled at the gaming awards.

Resume

Co-Head of Integrated Production

Eleven Inc | March 2019 to July 2021

The focus of the group was on great work and casting a crack team that supported the creative vision. It was not about just a great meeting, but the end game and anticipating how all the pieces and parts connected. I was given license to push the limits, to create something great, but also unique: connecting the dots, initiating great conversations, proactively seeing the field ahead and facilitating creation and innovation. Simply put, my department was mission control for all accounts.

Executive Integrated Producer

Eleven Inc | June 2016 to March 2019

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.

Senior Project Manager

Eleven Inc | March 2015 to June 2016

Client: Oakley - When I arrived, the “One Obsession” campaign was already active. Our team was charged with traveling 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 a highly successful production ‘machine’.

Resume

Senior Project Manager

Venables, Bell and Partners | September 2013 to October 2014

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

Senior Project Manager

Butler, Shine, Stern and Partners | March 2009 to August 2013

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

Senior Project Manager

Butler, Shine, Stern and Partners | March 2007 to February 2009

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. The search for the Pioneers was an expedition in and of itself!

Resume

Account Manager

Tractionl August 2005 to February 2007

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.

Marketing Project Manager

Freshjive Clothingl July 2003 to July 2005

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

Account Director

JDK (Jager Di Paola Kemp Design)l August 2000 to June 2003

Client: Burton Snowboards - Managed three product years. This was a very complex project and every day was a constant challenge. Helped develop a breakthrough formula for project briefs, involving key decision makers earlier in the process.

Resume

Producer

Magnet Interactivel July 1999 to July 2000

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

Producer

Magnet Interactivel July 1997 to June 1999

Client: Radisson Hotels – Managed team that developed online reservation tool for early online bookings. Ran weekly information bulletins.

Website Portfolio

www.chadzah.com

Thank you!

