

Chad Zahorchak

Executive Integrated Producer, Creative Production Leader

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SUMMARY

Executive Integrated Producer with deep experience leading creative production across agencies and in-house teams. Expert in building production studios, scaling high-performing teams, and delivering integrated campaigns across film, digital, social, and retail. Known for driving operational efficiency, creative excellence, and multimillion-dollar cost savings.

CORE STRENGTHS

- Integrated Production Leadership
- Creative Operations
- In-House Studio Development
- Production (Film, Digital, Social, Retail)
- Team Building & Scaling
- Vendor & Talent Management
- Process Optimization
- Budget Management

PROFESSIONAL EXPERIENCE

Founder, Executive Producer

Project 73 Productions / Dec 2024 – Present

- Established production company providing integrated production leadership
- Support brand and agency clients with scalable creative solutions

Executive Integrated Producer (via Project 73 Productions)

Ariat International / Dec 2024 – Nov 2025

- Led end-to-end production across film, digital, social, retail, and broadcast
- Produced campaigns featuring partnerships with Brock Purdy and Annie Bosko
- Delivered full-funnel asset suites across web, paid/organic social, in-store, and TV
- Partner with brand leaders on denim and performance storytelling

Associate Director, Creative Production

SoFi / Mar 2022 – Nov 2024

- Built in-house studio from the ground up (team, infrastructure, workflows)
- Scaled team and external partner network to support high-volume creative output
- Delivered \$3M+ in cost savings by bringing production capabilities in-house
- Implemented intake, resourcing, and workflows for efficient operations

Senior Program Manager (Contract)

AKQA / Aug 2021 – Feb 2022

- Supported global launch of Starfield (Bethesda)
- Produced developer interview series and managed cross-functional teams
- Contributed to CG launch trailer production for Alan Wake II

Co-Head of Integrated Production

Eleven Inc. / Mar 2015 – Jul 2021

- The role and department were built around the production model I developed on the Oakley account
- Led integrated production across all accounts, aligning creative vision to execution
- Built high-performing teams and scalable production frameworks
- Oversaw delivery across broadcast, digital, and brand experience channels
- Executive Integrated Producer | 2016 – 2019
- Led integrated campaigns for Oakley and Dignity Health

Senior Project Manager

Venables Bell & Partners / Sept 2013 – Oct 2014

- Led brand initiatives for Audi, including A3 and Q3 launches

Senior Project Manager

Butler, Shine, Stern & Partners / Mar 2007 – Aug 2013

- Managed integrated campaigns for MINI USA across national and dealer channels
- Contributed to Columbia Sportswear's "Greater Outdoors" campaign and retail experiences

Account Manager

Traction / Aug 2005 – Feb 2007

- Managed direct marketing initiatives for Apple's K-12 education segment

Marketing Project Manager

Freshjive Clothing / Jul 2003 – Jul 2005

- Oversaw marketing and design operations including production, timelines, and product launches

Account Director

JDK Design / Aug 2000 – Jun 2003

- Managed multi-year product initiatives for Burton Snowboards
- Translated stakeholder and sales feedback into actionable direction for internal teams and factory partners
- Helped evolve project briefing and stakeholder alignment processes