

JOHN HYATT CHOATE
55 East 11th Street Apartment #3
New York, New York 10003
Cell: (917) 513 – 4836 Email Hyatt.Choate@gmail.com

EXPERIENCE

- 10/85 – present BBDO NEW YORK New York, NY**
Senior Vice President Executive Producer
- Produced Award Winning Television commercials and web content for Pepsi Cola, Pepsi Cola International, Mountain Dew, Aquafina, Code Red, Slice Diet Mountain Dew, Gillette, General Electric, AOL, FedEx, New York Miracle Campaign, New York chapter of ALS, Chrysler, Mitsubishi motors, Campbell’s Soup Company, Armstrong, AMP, and Bank of America, Dupont, Staimaster.
 - o Managed all facets of production
 - o Responsible for guiding Clients and Creative through the Production Process
 - o Responsible for creating and managing budgets
 - o Hire all vendors (Directors, Editors, Talent, music, post vendors)
 - o Responsible for presentation of final commercials to Clients and Networks
 - o Produced commercials for the last twelve Super bowls
 - o Produced “boy in bottle “ for Pepsi winning a Cannes Lion and Number one in the USA Today Super bowl Best commercials list that year
 - o Produced “been there done that” campaign for Mountain Dew
 - o Produced introduction of the Dodge “Caliber”
 - o Produced commercials for Pepsi International (All spots shot overseas)
 - o Produced Commercial for New York Miracle with Billy Crystal (Turkey) and Robert Di Nero (Pilgrim) promoting New York City after 9/11 for Mayor Rudolph Giuliani
 - o Worked with Shaquille O’Neal, Justin Timberlake, Magic Johnson, Michael Jackson, Robert Di Nero, Billy Crystal, Jeff Gordon, Bette Midler, Chuck Norris, Andre Aggassi, Mel Torme, Selma Hayek, Parker Posey, Jimmy Fallon, Kim Catrell, Michael Strahan, Ken Griffey Jr., Lou Piniella, Steven Seagal, Dale Earnhardt
- Awards won**
- o 4 Cannes Lions
 - o 6 Clio’s
 - o 4 Addy’s
 - o 4 New York Festivals
 - o 2 Best of New York awards
 - o Inducted in the MOMA 5 times for AICP
 - o Certificates of Merit from Cannes Film Festival, One Show, Clio’s, Addy’s, London International film Festival, AICP Shows
- 10/85 - present BBDO NEW YORK New York, NY**
In –House Editor
- o Edited and created commercials from existing content
 - o Edited and created promotional and sales videos for Pepsi
 - o Created and edited Rip-o-matics for Pepsi and Gillette
- 10/97 – 10/99 BBDO NEW YORK New York, NY**
Art Director
- Created Television commercials for Pepsi Cola and HBO
 - o Created a commercial for Pepsi cola with Jeff Gordon for super bowl XXX11
 - o Created a commercial for Bette Midler’s Los Vegas show for HBO
 - o Created commercials for Pepsi’s “Move Over” campaign
 - o Created other commercials for Pepsi Cola with Shaquille O’Neal and the Spice girls
 - o Advised junior creative’s on the shooting and creating of commercials
 - o Presenting to clients both final storyboards and finished commercial
- 2001 - present HOME BULDING/DESIGN/RENOVATIONS New York, NY**
Licensed General Contractor
- Managing all aspects of properties from acquisition to sale
 - o Researching, Selecting and financing property
 - o Working and designing with architects for blue prints and permitting
 - o Designing (lighting, interior, finishes)
 - o Bidding and hiring all subcontractors

- o Working with broker for final sale

Residences

- o 24 Fifth Avenue Apartment #329 90% gain
- o 226 E 18th Street apartment #1 95% gain
- o 12 West 17th St Apartment #6 65% gain
- o 55 East 11th Street Apartment #3 pending sale

EDUCATION

1981-1985

BOSTON UNIVERSITY
College of Communications (film/TV)

Boston, MA

1979-1981

TRINITY PAWLING Preparatory School

Pawling, NY

OTHER SKILLS AND INTERESTS:

Play drums, tennis, golf, basketball, skiing

