



March 2024

Edward Otto Zielke, Director of Marketing & Sponsorship.



Edward has 25 years of professional marketing experience promoting brands, businesses, and organizations, specializing in creative design, public relations, and brand strategy. Mr. Zielke began his career in the marketing department for private clients at J.P. Morgan Chase's Asset & Wealth Management division. He became the communications chair for the company's Pride Network, helping to raise funds for the LGBTQ+ community. Edward won the Excellence and Leadership Award for promoting workforce diversity and championing inclusion at JPMorgan Private Bank. After six successful years, he became a Senior Associate for Morgan Stanley's Investment Management team, focusing on marketing technology.

In 2011, Edward relocated to South Florida from New Jersey. He found work in resort management for LGBTQ+ travelers for North Beach Village Resort properties in Fort Lauderdale Beach. In 2015, Mr. Zielke was hired as the Marketing and Operations Manager at The Grand Resort and Spa, Fort Lauderdale's premier gay men's spa resort. He helped bring global branding attention to the resort and the spa by sponsoring top talent from World of Wonder's Emmy Award-Winning *RuPaul's Drag Race* for six successful seasons. Edward is no stranger to this chorus, as he appeared as a guest narrator in the 2018 concert *Two Boys Kissing*.

In 2021, Edward accepted the Director of Marketing and Sponsorship position for the Gay Men's Chorus of South Florida. Edward serves on the Communications Committee for GALA Choruses and recently received The 2023 Champion Award for his commitment and dedication to GMCSF.

For more information on the Gay Men's Chorus of South Florida, visit gmcsf.org or call 954-763-2266, Monday through Friday, 10am to 6pm. For public relations, please contact Director of Marketing and Sponsorship, Edward Otto Zielke at 954-763-2266, ext. 107 or email marketing@gmcsf.org.