



September 2022

Edward Otto Zielke, Director of Marketing & Sponsorship

Born and raised in Livingston, New Jersey, Edward caught the show biz bug in the 4th grade. He made his debut as a teen cabaret performer under the direction of the Performer's Theater Workshop: an after-school musical theater company. After that, Edward spanned the theatrical gamut performing in numerous musical theater productions, national tours, summer stock, dinner theaters, and cabaret. In 1993, he completed his bachelor of arts degree at New Jersey City University, majoring in musical theater performance.



After his last theater tour in 1999, Mr. Zielke began his professional career, first working as an administrative assistant. He quickly expanded his career by studying graphics & web design in New York City. Edward started in the marketing department at J.P. Morgan Chase's Asset & Wealth Management division for private clients. He became the communications chair for the company's Pride Network in New York City, helping to raise funds for the LGBTQ+ community, benefiting The Pride Center of NYC, AIDS Walk New York, and the Stonewall Pride Parade. 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. He found work in hotel management for LGBTQ travelers, including Palm Plaza and Royal Palms, both North Beach Village Resort Hotels 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* and *RuPaul's Drag Race, All Stars*, for six successful seasons.

Additionally, Edward is a popular social media brand influencer associated with WW: Weight Watchers Reimagined, Island City Traders in Wilton Manors, and the Kindred Pride Foundation based in Orlando, FL. In 2021, Edward accepted the Director of Marketing and Sponsorship position for the Gay Men's Chorus of South Florida. Edward is also no stranger to this chorus. He appeared as a guest narrator in the 2018 concert *Two Boys Kissing*. *"I am thrilled to be working with an extraordinary, talented group. My life's journey has led me to this moment in my career."*

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.