

EDWARD OTTO ZIELKE

[954-448-4642](tel:954-448-4642) | edwardottozielke@gmail.com
edwardottozielke.com | linkedin.com/in/itsedwardoz

SUMMARY

Arts and culture executive with senior leadership experience guiding mission-driven organizations and serving in regional leadership roles, advancing community connection and financial sustainability. Proven fundraiser and relationship builder with success advancing earned and contributed revenue in partnership with boards, donors, sponsors, and community leaders. Trusted collaborator with artists, staff, and volunteers, translating values into programs that strengthen LGBTQ+ visibility, deepen audience connection, and affirm common humanity through music.

PROFESSIONAL EXPERIENCE

Gay Men's Chorus of South Florida, *Director of Marketing and Sponsorship* | October 2021 – Present

Senior leader responsible for advancing organization-wide strategy, external relations, and revenue development for the largest gay men's chorus in the southeastern United States.

- Work directly with executive leadership and the Board to set and deliver organization-wide strategic priorities, strengthening GMCSF's role as a visible LGBTQ+ cultural leader through community partnerships, audience growth, and mission-driven programming.
- Lead sponsorship and development efforts from prospecting through stewardship, generating over \$80,000 annually in sponsorship revenue, including \$35,000 in new funding, and corporate and community partnerships that support program expansion and financial stability.
- Build and steward relationships with individual donors, corporate sponsors, foundations, and community partners in support of an annual operating budget of approximately \$1.5 million, aligning contributed revenue with strategic priorities and long-term sustainability goals.
- Collaborate with artistic and administrative leadership on season planning, audience development strategy, and institutional visibility, contributing to sold-out performances, repeat attendance, and expanded regional reach across South Florida communities.
- Serve as a key liaison to volunteer leadership and board committees, preparing reports and contributing to strategic planning discussions tied to revenue growth, community impact, and organizational resilience.
- Oversee marketing and sponsorship budgets with diligent forecasting, accuracy, and accountability to organizational priorities.
- Strengthen engagement across singers, audiences, donors, and community partners by aligning communications, programming, and partnerships with GMCSF's strategic vision and values.
- Shape how we tell our story to donors, audiences, and the public, making sure our messaging reflects who we actually are and why this work matters right now.

The Grand Resort and Spa, *Marketing and Operations Manager* | November 2015 – December 2020

- Directed marketing, communications, and operational strategy for a nationally recognized gay-owned and operated hospitality brand, strengthening its position as a trusted destination within the LGBTQ+ community.
- Supervised cross-functional teams and implemented service standards. During my tenure, guest satisfaction and brand loyalty increased steadily, reflected in multi-year TripAdvisor Hall of Fame recognition and consistent repeat visitation.
- Managed campaign budgets, forecasting, vendor contracts, and operational systems that supported revenue growth and consistent guest experience.
- Built long-term partnerships with LGBTQ+ organizations, tourism leaders, and community stakeholders to expand visibility, drive repeat visitation, and reinforce brand credibility.

EDWARD OTTO ZIELKE

954-448-4642 | edwardottozielke@gmail.com
edwardottozielke.com | [linkedin.com/in/itsedwardoz](https://www.linkedin.com/in/itsedwardoz)

North Beach Village Resort, Marketing and Resort Manager | July 2011 – November 2015

- Partnered with executive leadership to define and implement cohesive brand strategy across multiple properties, improving market clarity and guest recognition.
- Developed digital and social content strategies that contributed to stronger online reviews, higher engagement across travel platforms, and increased repeat bookings across multiple properties.
- Trained and supervised guest services teams, refining service protocols that contributed to measurable improvements in customer satisfaction and repeat bookings.

Manpower Group, Marketing Consultant | July 2010 – June 2011

- Supported national teams with strategic communications, event materials, and brand initiatives.
- Collaborated with senior leaders to improve message clarity and brand cohesion across programs.

Morgan Stanley, Senior Marketing Associate | April 2006 – February 2010

- Managed web and graphic design projects in compliance with corporate branding standards.
- Maintained and optimized digital platforms, ensuring accuracy, usability, and timely updates.

J.P. Morgan Chase, Marketing Associate | July 1999 – April 2006

- Directed a global graphics team producing client presentations and marketing materials.
- Served as internal communications editor, supporting employee engagement and brand consistency.

EDUCATION

New Jersey City University, Jersey City, New Jersey, *Bachelor of Arts in Music, Minor in English*
Noble Desktop, New York, New York *Certified Graphic & Web Designer*

AWARDS

OUTSFL Magazine, *South Florida Out & Proud List* (2024)
Gay Men's Chorus of South Florida, *The Champion Award* (2023)
TripAdvisor, *Certificate of Excellence* (2019, Hall of Fame 2016-2018),
Greater Fort Lauderdale Convention & Visitors Bureau, *SUNSatinal Service Courtesy Award* (2018)

COMMUNITY LEADERSHIP

Broward County Cultural Division, *Artist Innovation Grant Panelist* | August 2025
GALA Choruses, *Communications Committee* | 2022 – Present
Queer News Tonight, *Commentator* | 2024 – Present
JPMorgan Chase Pride Network, *Communications Chair* | 2003 – 2006

KEY SKILLS

Strategic Leadership and Vision
Fundraising and Donor Stewardship
Community and Corporate Partnerships
Board and Committee Relations
Financial Oversight and Forecasting

Team and Volunteer Leadership
Season and Program Planning
Brand Strategy and Storytelling
Grant Writing and Sponsorship Development
Digital Marketing and Analytics