



# EDWARD OTTO ZIELKE

MARKETING MANAGEMENT: CREATIVE DESIGN, COMMUNICATIONS, OPERATIONS AND PUBLIC RELATIONS. PROPERTY MANAGEMENT.

Wilton Manors, Florida

Phone: (+1) 954-448-4642

E-mail: edwardottozielke@gmail.com

## SUMMARY

By covering all your bases when strategizing marketing campaigns, it is possible to build a very large buzz in the community and online which will dramatically raise awareness of your business. It's all about gaining momentum through elevating your brand as an influencer in your field.

- Building your staff as content-experts.
- Bringing a sense of fun.
- Interesting new customers through videos and driving traffic to your website.
- Providing value in updates and blog posts that demonstrate you genuinely care about your customers.
- Re-engaging former consumers through new content.
- Sharing human interest stories of each team member--and particularly the fascinating back-story about the founder of your company.

When people online organically share your content because it is interesting or informative--or just strikes their funny-bone--your company can grow by leaps and bounds. Reaching people where they work and play: major corporations, travel clubs, fitness classes, specialty clubs, coffee houses--smart, targeted marketing generates sales by word of mouth. Building a cohesive advertising and social media campaign that ties-together offline marketing with unique, engaging online content is what will allow your company to reach its short and long-term goals.

## EDUCATION

Web & Application Design Certification  
Human Factors International, Jersey City, N.J.

Graphic and Web Design Certification  
Noble Desktop Publishing, New York, N.Y.

Bachelor of Arts, Music and English  
New Jersey City University, Jersey City, N.J.

## SKILLS

Adobe Creative Suite; MS Office; QuarkXpress; Frontpage; HTML/CSS; Wordpress; Google Domains; Wix; Social Media (Facebook, Twitter, Instagram, LinkedIn, etc.); FrontDesk Anywhere; InnQuest Software: roomMaster; Rezbooks; ResNexus; Web Pub Client; Vignette 6.0; SharePoint 7.0; Documentum; Camtasia; Winfarm.; iPub

## EXPERIENCE

**Nov 2015 – Present**  
Marketing & Operations Manager  
**THE GRAND RESORT AND SPA**

### RESPONSIBILITIES:

Public Relations & Creative Design: Collaborate with Owner to articulate a consistent brand voice and image – maintain a visual style guide across the board. Provide written and creative marketing collateral design for print and web – including external & internal intranets, promotional material, press releases and in-house projects. Collaborate with 3rd party local and worldwide publications.

- Bringing global attention to both the resort & spa through partnering with media (i.e. World of Wonder and the Emmy Award Winning RuPaul's Drag Race which reaches approximately a million viewers with each episode)
- Managing the social media marketing strategy; Execution of all social media activities - including writing and scheduling daily postings for Facebook, Twitter, Instagram, LinkedIn, YouTube and others. Provide Google and SEO analytics for marketing campaigns
- Identify the factors that shape hotel's appeal to customers. Monitor customer reviews on websites or on hotel booking sites to identify the strengths and weaknesses
- Develop in-house promotions and events such as wine tasting, lotteries and guest appearances weekends

Hotel & Spa Operations: Responsible for overall direction, coordination and evaluation of the resort and spa. Promotes 100% guest satisfaction and ensures all guest related issues are resolved in a manner consistent with the company's goals and objectives.

- Head of Guest Services, Front Desk and Security Teams: Oversee procedures, including reservations and financial transactions. Manage weekly shift schedules, vacation & time off, performance evaluations, payroll, appraise team's performance and produce regular reports. Examine daily duties, assign tasks and check on progress. Endures team complies with all procedures.
- Serve as "Manager on Duty" and provides other relief or back-up duties as needed at the hotel including front desk coverage. Provided tours for VIPs, vacationers, event planners, third-party vendors and others.
- Primary point of contact for information technology applications & software for the day-to-day resort and spa operations (i.e. InnQuest/roomMaster, Salon Iris, Salto key systems). Manage technical projects from pre-proposal through conception, production, scheduling, resource planning, delivery and general project management.

Awards: SUNsational Service Courtesy Awards Nomination, 2018  
Greater Fort Lauderdale Convention & Visitors Bureau

**Jul 2012 – Nov 2015**  
Senior Marketing Designer  
General Manager of Men's Resorts  
**NORTH BEACH VILLAGE RESORT**

### RESPONSIBILITIES:

Design and Distribution: Collaborate with Owner and VP of Hotel Operations to articulate a consistent brand image and maintain a visual style guide across the board. Partner with department heads to produce approved marketing collateral. Develop corporate brand and implement creative designs for various marketing materials including digital and print ads, emails, landing pages, newsletters, apparel, print collateral, and other e-marketing graphic assets including websites

- Drafting, editing and distribution of all internal communications.
- Social Media Management to produce one online voice.
- Oversee print projects from the initial phase of reviewing client requirements to the final stages of production and distribution.
- Distribution of materials to hotels, restaurants, spas and other amenities

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**Jul 2010 – Jun 2011**

Senior Design Consultant  
**MANPOWER GROUP**

**Apr 2006 – Feb 2010**

Senior Associate, Marketing  
Technology  
**MORGAN STANLEY  
INVESTMENT MANAGEMENT**

**Jul 1999 – Apr 2006**

Associate, Marketing  
Communications  
**J.P. MORGAN PRIVATE BANK**

### CONTINUED:

Hotel Management: Responsible for overall direction, coordination and evaluation of specialty lodging properties. Responsible for maximizing revenues, preparation of property budget and forecasts. Managed expenses. Monitored collection of in-house guest balances and direct bill receivables, commission payments by vendors. Promoted 100% guest satisfaction.

- Trained new guest service agent personnel and housekeeping. Phone and email communications of inquiry regarding rates and availability. Maintained a thorough knowledge of the room rack locations types of rooms, room rack operations, package plans. Maintained cash handling procedures. Developed service recovery procedures.
- Responded to all reviews on TripAdvisor, Booking.com, Expedia, Yelp and other social media websites.
- Managed property software (FrontDesk Anywhere, Rezbooks)

### RESPONSIBILITIES:

Produced graphic sketches, designs, and copy layouts for marketing collateral: periodicals, white papers, commentaries, newsletters, posters, pitch books, webcasts, and screen shows.

- Developed branding--sets size, color scheme, font style and template guides to achieve goals for finished products
- Collaborated with sales, public relations, and promotional departments to develop effective communications. Provided clients digital scanning; photography, producing marketing collateral for conferences.

### RESPONSIBILITIES:

Web and graphic design/content layout specialist. Managed web-based projects from pre-proposal through conception, production, scheduling, resource planning, and delivery. Project responsibilities included support of all external internets, internal intranets, and promotional sites. Additional interactive projects:

- Content layout using specific web branding guidelines while keeping sites current through timely cleanups
- Analyzed technical issues to resolve or assign to the appropriate group for resolution

### RESPONSIBILITIES:

Presentation Management and Production – Managed global 24-hour graphics staff of 25 with responsibilities from staff schedules to compensation and reviews. Managed marketing and sales tools to acquire, strengthen, and retain clients with at least \$25M in net worth or \$10M in liquid assets

- Developed and maintained central repository over 200 client-ready generic pieces including pitch books, tabloids, and branded marketing collateral. Trained new bankers and analysts on marketing databases and overviews of the marketing department
- Created and edited client presentations, designed templates & conversions, newsletters, charitable ads, tabloids, webcasts, posters, digital scanning; photography, CD burning

Communications, Design, and Distribution:

- Primary editor of daily e-newsletter with distribution to 3,000+ global employees. Drafted internal communications strategies and messaging e.g. diversity-related campaigns
- Uploaded content on internet and intranet systems; made incremental improvements to information organization and access. Assisted intranet content owners to understand user traffic through monthly reports; trained content owners on creation, design, editing, and uploading files. Monitored look-and-feel of different web components
- Collaborated with corporate technology team and business units in regards to issues around content management tools