



# EDWARD OTTO ZIELKE

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

*Wilton Manors, Florida*

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## 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

## MY OBJECTIVES

After carefully reviewing the business model of your company, I am confident I can offer the following services. In order to accommodate your needs, I can help develop the following services: a social media campaign, marketing plan, graphics and web package. I am happy to serve your needs and to help you navigate this jungle of social media marketing. There is much potential to grow your company, promote your instructors and ensure the longevity of your company within this new landscape of digital media.

### GRAPHIC DESIGN

- Design or enhance the logo and develop a cohesive brand-feel for your company
- Design or enhance the branding color-scheme
- Design all headers and profile pictures for Facebook, Twitter, YouTube, Instagram, Google+, LinkedIn, Pinterest, SnapChat (and more...)
- Develop standard watermark for your company
- Create sub-Brand logos and customize logo for merchandising
- Design all marketing collateral: newsletters, ads, promotional coupons, holiday specials, contest pictures, discount offers (and more...) for all online campaigns
- Design promotional postcards for distribution in the area (and elsewhere...) at venues such as coffee houses, clubs, professional organizations, gyms, pilates studios, (and more...)

### WEB

- Manage web-based projects from pre-proposal through conception, production, scheduling, resource planning, and delivery
- Partner with 3rd party vendors on the creation and execution of all projects.
- Drive up company rankings on 3rd party websites
- Edit and publish content on the Internet and Intranet web content management systems
- Make incremental improvements to information and organizations on 3rd party websites
- Monitor the look-and-feel of different web components and produce online marketing trends and analytics
- Collaborate with 3rd party IT technology teams and business units in regards to issues around computer related issues at the business. Expedite all problems related computers, printers, swipe cards, registers, etc...
- Research - Keep up to date with competitors promotions and campaigns
- Utilize tools for web analytics (Google)
- Design, web maintenance, write robust content
- Content management systems, work with 3rd party vendors to utilize tools to their full potential
- Placing your website among the top in search engines

**SOCIAL MEDIA MARKETING:** Social media campaigns are like going to the gym. It takes endurance to build muscle, but over time the gains are significant. With this plan, our entire team will craft strategies to create a buzz online to attract new and repeat customers. I work with you to promote an effective re-launch of your Facebook, Twitter and Pinterest accounts while building a following (and increasing SEO) with your newly created YouTube channel, Instagram Account, LinkedIn Corporate Page and Google+. Working with members of your staff, we create rich content that expands the awareness, reaches out to an entirely new customer base online and builds a buzz within the established 35-65 demographic. We design every Tweet, Facebook update, etc. for a 6 or 9-month period so your campaign will have the greatest impact. Customers will be engaged

*continued ...*



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## CONTINUED:

through tried-and-true formulas that gain trust, build loyalty and establish the influence of instructors as content experts. With strategic sales, promotions, and coupons (mixed-in with contests and interactive discussions), your social media campaign will set you far ahead of all the competition.

- Branded look and theme of the business
- Establish and build the following social media accounts with a value-added design for Facebook, Twitter, YouTube, Instagram, Google+, LinkedIn, Pinterest, SnapChat (and more...)
- Establish consistent branding across all platforms
- Work with all staff to develop rich content
- Have all content professionally written
- Break down all content for targeted shares on specific media platforms: tweets, posts, updates, stories, etc.
- Strategize all picture content to be rolled-out
- Watermark and embed text upon all pictures
- Develop all online promotional ads, contests, questions, human interest stories, and sales
- Schedule all content and program to be automatically tweeted, updated, etc.

## MARKETING AND ADVERTISING CAMPAIGN

- Unify branding in the look and feel across all aspects and develop new business practices (graduation photos, etc...)
- Develop sub-brands for your company
- Identify specific "hangouts" to reach specific target demographics: coffee houses, clubs, gyms, pilates and yoga studios, etc.
- Research and identify all organizations to approach for cross-promotions and advertising such as legal organizations, hobby clubs, pet-related clubs, veterinary clinics, government-related associations/clubs, national and state parks, supermarkets (and more...)
- Identify and partner with companies which specifically service the local area such as bus lines, event planners, nightclubs (and more...)
- Develop strategies for target Facebook advertisements
- Develop merchandise for sale and as advertisements/reminders for repeat business
- Create guerrilla marketing plans (low-cost unconventional marketing tactics that yield maximum results) and viral advertising
- Develop press releases and identify specialty blogs (travel/tourism, pets, special-interest) to write about your company

## CONTESTS

- Determine rules and eligibility for winners of online contests
- Create an event logo, color schemes, and overall look and feel for all advertisements
- Set-Up press for the event with 3rd party vendors (press releases, promotion to bloggers, local media, television)
- Arrange cross-promotions with local businesses
- Promote the rebranded launch of your company's new awards ceremony with articles on noted blog websites: Identify top photo-industry bloggers; Identify top tourism bloggers; Develop an advertising campaign to promote to each blog; Write a press release; Write an outline of top talking-points; Write a fully fleshed-out story to provide content to (lazy) bloggers.