

EDWARD OTTO ZIELKE

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EXPERIENCE

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

- Exceeded corporate sponsorship revenue goals by prospecting, selling, activating, and maintaining corporate sponsorships and advertising partnerships.
- Designed compelling sales proposals and grant submissions to secure funding from corporate partners and foundations.
- Spearheaded branding and marketing initiatives, ensuring consistency across all digital, print, and event platforms.
- Managed ticket sales campaigns, achieving record-breaking attendance at concerts and special events.
- Strengthened community presence through active participation in regional events, member enrollment initiatives, and strategic partnerships.

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

- Collaborated with major media outlets to spotlight the brand, including partnerships with Emmy-winning *RuPaul's Drag Race*.
- Directed comprehensive social media strategies, achieving notable engagement and visibility across platforms like Instagram, Facebook, and YouTube.
- Developed innovative email marketing campaigns and promotions, leveraging HTML design and analytics to drive guest bookings.
- Managed daily operations, ensuring exceptional service delivery and operational efficiency.
- Functioned as the primary IT liaison, streamlining critical systems for seamless resort and spa operations.

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

- Partnered with executive leadership to define and implement a cohesive brand image, maintaining consistency across marketing collateral.
- Created dynamic content for social media, TripAdvisor, and other travel platforms, enhancing the resort's online reputation.
- Oversaw the design and distribution of promotional materials, ensuring alignment with brand standards and effective outreach.
- Trained and supervised guest service teams, refining service protocols and boosting customer satisfaction.

Manpower Group, Marketing Consultant July 2010 – June 2011

- Designed marketing collateral, from newsletters to event materials, aligning with corporate branding guidelines.
- Provided strategic consultation on branding initiatives, optimizing visual and written communication.
- Partnered with sales and public relations teams to deliver impactful client experiences at conferences and events.

Morgan Stanley, Senior Marketing Associate April 2006 – February 2010

- Managed web and graphic design projects, ensuring adherence to branding standards.
- Maintained and enhanced digital platforms, ensuring timely updates and optimized user experience.
- Collaborated across departments to address technical challenges, ensuring seamless project execution.

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J.P. Morgan Chase, Marketing Associate

July 1999 – April 2006

- Directed a global graphics team, producing high-quality client presentations and marketing materials.
- Developed and maintained a repository of branded content, facilitating efficient access for global teams.
- Acted as the editor for internal newsletters and communications, fostering employee engagement.

EDUCATION

Bachelor of Arts in Music, Minor in English
Certified Graphic & Web Design

New Jersey City University, Jersey City, New Jersey
Noble Desktop, New York, New York

AWARDS

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

VOLUNTEERING

Queer News Tonight, HotSpots Happening Out Television Network

Commentator

March 2024 – Present

Represented the Gay Men's Chorus of South Florida brand while providing commentary on arts and culture for South Florida's LGBTQ+ news broadcast.

GALA Choruses, Inc.

Communications Committee Member

October 2022 – Present

Developed strategies to engage members via social media and website maintenance.

JPMorgan Chase Pride Network

Communications Chair

February 2003 – April 2006

Designed and executed communication plans for LGBTQ+ initiatives, representing the organization at summits and events.

KEY SKILLS

- Strategic Marketing & Sponsorship Development
- Brand Management & Creative Design
- Digital Marketing & Social Media Strategy
- Event Planning & Public Relations
- Corporate Communications & Grant Writing
- Leadership & Team Management
- Proficient in Adobe Creative Suite, Google Analytics, and HTML