

EDWARD OTTO ZIELKE

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

SUMMARY

Arts and culture executive with senior leadership experience advancing organization-wide strategy, community engagement, and financial sustainability for mission-driven organizations. Proven fundraiser and relationship builder with success aligning earned and contributed revenue with artistic vision, board priorities, and long-term growth. Trusted collaborator with artists, staff, and volunteers, translating values into programs that strengthen visibility, deepen audience connection, and affirm common humanity through music.

EXPERIENCE

Gay Men's Chorus of South Florida, Director of Marketing and Sponsorship | October 2021 – Present
Serve as a senior leader responsible for external relations, revenue development, and brand strategy.

- Partner with executive leadership and the Board to deliver organization-wide strategic priorities, strengthening GMCSF's role as a visible 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 and increased 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.
- Guide organizational storytelling that supports donor cultivation and sponsorship retention while advancing GMCSF's mission to affirm LGBTQ+ lives, build understanding, and inspire audiences through music.

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

- Directed marketing, communications, and operational strategy for a nationally recognized hospitality brand, strengthening its position as a trusted destination within the South Florida community.
- Supervised cross-functional teams and implemented service standards contributing to TripAdvisor Certificate of Excellence recognition and multi-year Hall of Fame status, reflecting sustained improvements in guest satisfaction and loyalty.
- Managed campaign budgets, forecasting, vendor contracts, and operational systems that supported revenue growth and consistent guest experience.
- Built long-term partnerships with organizations, tourism leaders, and community stakeholders to expand visibility, drive repeat visitation, and reinforce brand credibility.

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 increased audience engagement and strengthened online reputation across major travel and review platforms.
- Trained and supervised guest services teams, refining service protocols that contributed to measurable improvements in customer satisfaction and repeat bookings.

EDWARD OTTO ZIELKE

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

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

Bachelor of Arts in Music, Minor in English, New Jersey City University, Jersey City, New Jersey
Certified Graphic & Web Design, 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
SUNSatinal 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 | October 2022 – Present

Contribute to national strategies for member engagement, digital communications, and community visibility.

JPMorgan Chase Pride Network, Communications Chair | February 2003 – April 2006

Designed and executed communication plans for LGBTQ+ initiatives and represented the employee resource group at summits and events.

KEY SKILLS

- Strategic Leadership and Vision
- Fundraising and Donor Stewardship
- Community and Corporate Partnerships
- Board and Committee Relations
- Season and Program Planning
- Budget Oversight and Forecasting
- Staff and Volunteer Leadership
- Audience Engagement Strategies
- Brand Development and Communications
- Grant Writing and Sponsorship Development
- Digital Marketing and Analytics
- Adobe Creative Suite, AI, Canva, and creative content platforms