



# EDWARD OTTO ZIELKE

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

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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

## GREETINGS

2019

This is a letter to inform you that I am applying for a position within your company.

As you will read from my resume, I am an experienced marketing professional with a background in several design multi-media platforms. Also, I am an experienced manager of several boutique hotels and resorts in the Fort Lauderdale area. I have 20 years' experience working for high profile persons and Fortune 100 organizations. I have been regarded as an innovative, project manager, particularly skilled in creating and directing corporate and new business design to support business goals and professional image.

I am a creative project manager, adept at creating innovative solutions; also, noted for strict confidentiality. Also, I have a complete understanding of the framework necessary to build a cohesive work flow plan. I am looking to work within a company that offers advancement opportunities, challenges my creativity and offers benefits.

What my resume does not tell you is that I am a compassionate worker, who is eager to advance within my work environment. When it comes to my work, I am detailed oriented, organized, focused and direct. I provide first-rate customer service and possess excellent communication skills. I feel that my professional intimacy is well suited for a company like yours. I am also not afraid to seek advice or help when I am challenged and work well under pressure.

Please feel free to contact me at your earliest convenience. I am available to either talk on the phone or through email. Thank you very much for your time and consideration.

Sincerely yours,