

EDWARD OTTO ZIELKE

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www.edwardottozielke.com

Gay Men's Chorus of South Florida, Director of Marketing & Sponsorship

October 2021 - Present

Sponsorship: Meet and exceed corporate sponsorship revenue goals. Prospect, sell, activate, and maintain corporate sponsorship and advertising partnerships for GMCSF concerts and special events. Regularly call on clients and make sales presentations away from the Chorus office. Exceed sponsor expectations in terms of service, benefits, and overall value.

- Design sales proposals and presentations for potential corporate partners. Research, write, and deliver successful corporate/corporate foundation grant proposals. Prepare advertising & sponsorship contracts and addenda and negotiate advertising and sponsorship deals with clients, while protecting the best interests of GMCSF
- Work to coordinate the timely and accurate fulfillment of all contractual obligations, including tickets, signage, branding, and sponsor promotions.
- Foster and grow corporate partnerships through various means, including direct contact, newsletters, partner gatherings, and client entertainment events.

Marketing: Oversee the development and execution of all advertising and promotional efforts, including the supervision of marketing and public relations contractors. Generate a persistent media presence through solid public and media relations tactics. Coordinate the development and production of concert program books. Maintain the Chorus website in a manner that makes it robust and effective.

- Police the organization's brand and ensure that style guidelines are followed. Build brand awareness locally, regionally, and nationally. Develop a firm knowledge of the organization's operation and vision for the future. Participate in institution-wide planning & budgeting.
- Ensure the Chorus is represented at key regional events, meetings, festivals, etc. Support member enrolment efforts and auditions.
- Meet and exceed ticket sales goals for concerts and special events. Develop and implement effective, multi-faceted ticket campaigns.

The Grand Resort and Spa, Marketing and Operations Manager

November 2015 - December 2020

Marketing, Social Media, Public Relations, Creative Design, and Event Planning: Collaborate with the 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 and vendors.

- 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 & SEO analytics for campaigns.
- Identify the factors that shape the hotel's appeal to customers. Monitor customer reviews on websites or hotel booking sites to identify their strengths and weaknesses. Develop in-house promotions, events, and guest appearance weekends.
- Email marketing creation and management, creating content and editing with creative design and HTML.
- Serve as "Manager on Duty" and provide other relief or backup duties as needed at the hotel, including front desk coverage. Provided tours for VIPs, vacationers, event planners, and third-party vendors.
- 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 critical systems).

North Beach Village Resort, General Manager, Marketing Specialist

July 2012 - November 2015

Design and Distribution: Collaborate with the Owner and VP of Hotel Operations to articulate a consistent brand image and maintain a visual style guide—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
- Responded to all reviews on TripAdvisor, Booking.com, Expedia, Yelp, and other social media websites.
- Managed property software (Front Desk Anywhere, Rezbooks)

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- 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 location types of rooms, room rack operations, and package plans. Maintained cash handling procedures. Developed service recovery procedures.

Manpower Group, Marketing Consultant

July 2010 - June 2011

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 palette, font style, and template guides to achieving goals for finished products.
- Collaborated with sales, public relations, and promotional departments to develop effective communications. Provided clients with digital scanning, photography, and producing marketing collateral for conferences.

Morgan Stanley, Senior Marketing Associate

April 2006 - February 2010

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 clean-ups.
- Analysed technical issues to resolve or assigned to the appropriate group for resolution.

J.P. Morgan Chase, Marketing Associate

July 1999 - April 2006

Presentation Management and Production - Managed a 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 a central repository of 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, and 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 the corporate technology team and business units regarding issues around content management tools.

EDUCATION

New Jersey City University, Jersey City, New Jersey

Bachelor of Arts, major in Music, minor in English.

CERTIFICATIONS

Social Media Management

StackSkills

Issued Apr 2020

Property Management

Gold Coast Professional Schools, LLC

Issued Aug 2019

Certified Front Desk Representative

MINDBODY, Inc.

Issued Sep 2018

Sales Associate Pre-License Course

Gold Coast Professional Schools, LLC

Issued Jan 2016

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Certified Internet Webmaster, Web Design Specialist

Human Factors International
Issued Jan 2004

Adobe Certified Design Specialist

Noble Desktop
Issued Feb 2003

SKILLS

Adobe Creative Suite; MS Office; QuarkXPress; FrontPage; HTML/CSS; WordPress; Google Domains; Wix; social media (Facebook, Twitter, Instagram, LinkedIn, etc.); Email, CRM, SMS Marketing Management (Constant Contact, Send In Blue, Mail Chip); Front Desk Anywhere; InnQuest Software: roomMaster; Rezbooks; ResNexus; Web Pub Client; Vignette 6.0; SharePoint 7.0; Documentum; Camtasia; Winfarm; iPub; Zoom and GoTo Meeting Virtual Support

AWARDS

The GMCSF Champion Award (2023)
SUNSatational Service Courtesy Award 2018 Nomination, Greater Fort Lauderdale Convention & Visitors Bureau (2018)
TripAdvisor Certificate of Excellence 2019, Hall of Fame (2016, 2017, 2018)
TripAdvisor Exceptional Service Award Nominee 2017

VOLUNTEERING

Communications Committee, GALA Choruses, Inc

October 2022 - present

Assist in developing strategies to keep the membership engaged via social media. Provide oversight of the development and maintenance of the organization's website. Assist in the creation of a strategy and plan for electronic communications.

Communications Chair, JPMorgan Chase Pride Network

February 2003 - April 2006

Developed communications plans for resource network and represented the company at Out & Equal Workplace Advocates summits, Pride events, and other LGBTQ+ related functions.