

## EDWARD OTTO ZIELKE

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### EXPERIENCE

#### MORGAN STANLEY INVESTMENT MANAGEMENT

Senior Associate, Marketing Technology

04/2006 – 02/2010

New York, NY

##### Web design and content layout specialist

- Provide web design, publishing and project support for all web sites, including external internets, internal intranets, promotional sites and miscellaneous interactive projects for the retail and institutional sales and marketing teams.
- Manage web bases projects from pre-proposal through conception, production, scheduling, resource planning, delivery and general project management.
- Layout content using web branding guidelines, keep sites current through timely cleanups and archiving content as appropriate; adheres to specific branding guidelines.
- Troubleshoot technical issues and resolve or route to the appropriate group for resolution.
- Assist in managing service partner relationships.
- Design HTML eMailers for marketing teams.

#### JPMORGAN PRIVATE BANK

Associate, Marketing Communications

07/1999 – 04/2006

New York, NY

##### Web coordinator

- Provide content management support: upload content on intranet and internet systems; make incremental improvements to the way information is organized and accessed; edits and proofread content;
- Assist intranet content owners to understand user traffic through monthly reports and usability; help train content owners create, design, edit and upload files to appropriate sites on the web
- Monitor the look-and-feel of different web components; keep sites current through timely cleanups and archiving content as appropriate; adheres to specific branding guidelines
- Liaisons with corporate technology team and business units in regards to issues around content management tools and marketing databases.

##### Presentation management and production

- Manage marketing and sales tools used to acquire and strengthen client relationships in the ultra-high-net-worth market - individuals with at least \$25 million in net worth or \$10 million in liquid assets.
- Manage content to enhance the firm's brand on the Private Bank Marketing Database, a central repository of over 200 client-ready generic pieces including pitchbooks, tabloids and other marketing collateral.
- Manage a Global 24 hour graphics staff of up to 25 employees
- Liaison with temporary agencies for vacation schedules, employee reviews, compensation, shift coverage, meetings, timesheet approvals
- Research and liaison with select vendors and manage suppliers through the execution of market projects in a high quality, cost effective and timely manner
- Create and edit client presentations, design templates & conversions, newsletters, charitable ads, tabloids, web casts, posters, digital scanning; photography, CD burning and marketing projects

##### Communications, design and distribution

- Research, edit and publish success stories. Endorsed by senior management, these case studies are published in Global News, a daily e-newsletter distributed to over 3,000 global private bank employees
- Develop weekly marketing update, which integrates news about marketing materials, sales tools and presentations
- Draft internal communications strategies and messaging such as diversity-related campaigns
- Collaborate with Private Bank Public Relations on reprints such as Worth, Forbes and US Banker
- Trained new bankers and analysts on marketing databases and overviews of the marketing department

##### Event planning

- Coordinates communication of events with Corporate Communications as well as all event materials, including all committee notifications, invitations, sponsorship cultivation and solicitation packages, event acknowledgments, follow up billing, and any other communication
- Creates, maintains and meets event timelines, and summary event records as model guidelines for future events, maintains appropriate documentation and recordkeeping, supervises processing of expenses

##### Volunteer activities

- Head of Communications for PRIDE New York and PRIDE Global (The Lesbian, Gay, Bisexual, Transgender employee resource network at JPMorgan Chase)
- Chair of Communications & Awareness Team for the Private Bank Diversity Council
- Contributed to launch of corporate women's online portal by managing site content

**CENDANT – CENTURY 21 OFFICES**  
Franchise Openings Coordinator

12/1998-06/1999  
Parsippany, NJ

**Negotiating and coordinating**

- Supported Vice President and 12 member strategy consulting team in building relationships with internal and external business partners: facilitated meetings, workshops, brainstorming sessions and planned team-building activities.

**Presentation and promotion materials**

- Primary point of contact for owners and brokers, duties included verifying office information, supplying sales reports and broker boxes; store sign approval, obtaining broker's license, and site approvals
- Created, designed and headed distribution of The Welcome Package
- Scheduling broker orientations and enrolling in management academics

**SUNCOAST MOTION PICTURE COMPANY**  
Assistant Manager

04/1994 – 10/1998  
Short Hills, NJ/Livingston, NJ

**Store management**

- Oversee daily banking activities and adhere to cash management policies.
- Review profit and loss and other financial reports to identify sales and expense control opportunities.
- Ensure prompt and courteous service is given to all customers.
- Communicate, execute, and manage marketing and merchandising programs
- Execute and monitor loss prevention and shrink programs.
- Maintain adequate store supplies.

**Employee engagement**

- Recruit, hire, train, evaluate and counsel store employees. Schedule, organize and direct assignments.
- Encourage store employees to take ownership for their performance and career development plans; follow up on a regular basis.
- Ensure staff completes required training programs.
- Develop and implement employee performance evaluations and improvement plans.
- Provide leadership and development opportunities for store level associates.
- Presentation and promotion materials

**EDUCATION**

**HUMAN FACTORS INTERNATIONAL**  
Certification in Web & Application Design

December 2004  
Jersey City, NJ

**NOBLE DESKTOP PUBLISHING**  
Certification in Computer Graphics

May 2003  
New York, NY

**NEW JERSEY CITY UNIVERSITY**  
Bachelor of Arts, Music and English

May 1993  
Jersey City, NJ

**SPECIAL SKILLS**

MS Windows for Workgroups; MS Word 7.0; MS Excel 7.0; MS PowerPoint 7.0; Adobe PhotoShop 7.0; Adobe Illustrator 10.0; QuarkXpress 6.0; MS Access 7.0; HTML; Frontpage; Web Pub Client; iPub; jPub; Winfarm; Documentum; Vignette 6.0, DMS Scheduling 7.0; MS Outlook Mail & Email 7.0; Visio Pro 2000; Palm Desktop; DreamWeaver 3.0; Fatwire 5.0; Lotus Notes 5.0,

**INTERESTS**

- Stage veteran for over 25 years, performed in national tours, regional theater, cabaret and summer stock
- Designing announcements, invitations and programs for external charity organizations such as Out & Equal Metro New York – in charge of membership management and event distribution
- Coordinating trade shows and booth management for gay and lesbian organizations for Chase and Out & Equal.
- Mentor at Harvey Milk High School