



MAGGIE ZIELINSKI

Communications Director

As Communications Director of Chalet, Maggie oversees external marketing and branding and internal communications for the company's 300+ employees.

Prior to coming to Chalet in 2005, Maggie was Director of Marketing and Membership at the Chicago Botanic Garden, where she increased sponsorships 60% and grew membership to the largest of any garden/arboretum in the country. Maggie was also membership manager at Chicago's Lincoln Park Zoological Society, where she doubled membership; at the Buffalo Philharmonic Orchestra, where she increased subscriptions 300%, and worked at other prominent

arts organizations in New York City and Boston.

A cum laude graduate of Boston College, Maggie also studied history at Oxford University in England. She received her Master Garden Certificate from the University of Illinois Extension, certificates in direct marketing, and has taught public relations at Buffalo's Medaille College. Maggie has participated as speaker, presenter or panelist in many nonprofit and marketing industry events.

At Chalet Maggie instituted the company's brand campaign both in-house and to external markets and launched new staff customer service programs and customer rewards and events.

Originally from New York, Maggie currently resides in Winnetka, IL with her family, and gardens for pleasure.

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