

Amara Johnson

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SUMMARY

Dynamic and experienced Senior Level Tour Guide with over 8 years of experience in delivering engaging and informative tours. Proven track record in enhancing visitor satisfaction by 30% through innovative tour designs and exceptional storytelling.

EXPERIENCE

Senior Tour Guide

Jan 2022 - Present

Golden Gate Tours, San Francisco, CA

- Increased customer satisfaction ratings from 85% to 95% by implementing interactive tour elements and personalized experiences.
- Developed and launched a new eco-tourism program that generated \$50,000 in revenue within the first year.
- Trained and mentored a team of 10 junior guides on best practices and storytelling techniques, improving overall tour engagement.

Tour Guide

Mar 2018 - Dec 2021

Heritage Adventures, Los Angeles, CA

- Conducted over 300 tours annually, achieving a 4.9-star average rating on review platforms.
- Implemented a digital booking system that reduced scheduling conflicts by 40% and improved customer service response times.
- Collaborated with local businesses to create exclusive partnership deals, enhancing the tour experience and increasing participation by 25%.

Assistant Tour Guide

Jun 2015 - Feb 2018

Explore More Tours, New York, NY

- Supported lead guides in executing tours across various landmarks, consistently receiving positive feedback from participants.
- Assisted in the development of new tour routes, contributing to a 15% increase in tour bookings year-over-year.
- Managed logistics and coordinated with vendors to ensure seamless tour operations.

EDUCATION

Bachelor of Science in Hospitality Management

May 2018

California State University, San Francisco, CA • GPA: 3.7

SKILLS

Technical Skills: Storytelling, Public Speaking, Itinerary Planning, Customer Service Excellence

Tools & Frameworks: Booking Software, CRM Systems, Social Media Marketing, Google Analytics