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EXPERTISE SKILLS

- visitor services
- content creation
- event coordination
- community engagement
- training and development
- feedback analysis

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Communication, University of Communications, 2017

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

TOURISM INFORMATION SPECIALIST

Seasoned Tourism Information Officer with a profound commitment to enhancing the travel experience through exceptional information dissemination and strategic visitor engagement. Experienced in curating informative resources that highlight the unique offerings of a destination, ensuring that visitors are well-informed and prepared for their journeys. Skilled in developing partnerships with local businesses and tourism operators to create cohesive travel experiences that resonate with visitors.

PROFESSIONAL EXPERIENCE

City Visitor Bureau

Mar 2018 - Present

Tourism Information Specialist

- Provided comprehensive information to visitors, enhancing their travel experience.
- Developed brochures and digital content highlighting key attractions.
- Assisted in the planning and execution of local tourism events.
- Maintained databases of local services and attractions for visitor inquiries.
- Trained new staff on best practices for visitor engagement.
- Coordinated with local hotels and restaurants to offer visitor discounts.

Tourism Development Agency

Dec 2015 - Jan 2018

Community Liaison Officer

- Engaged with community members to promote tourism initiatives and events.
- Organized focus groups to gather insights on visitor needs and preferences.
- Collaborated with local artists to promote cultural heritage through events.
- Managed the distribution of promotional materials to enhance community involvement.
- Developed educational programs to inform locals about tourism benefits.
- Evaluated the effectiveness of tourism campaigns through visitor feedback.

ACHIEVEMENTS

- Increased visitor inquiries by 40% through improved information resources.
- Developed a community engagement program that doubled local participation in tourism events.
- Recognized for excellence in customer service by the Visitor Bureau Board.