JULIAN MERCER

TOUR GUIDE

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PROFESSIONAL SUMMARY

Tour Guide with 5+ years leading walking, bus, and museum tours for international and domestic visitors. Engaging storyteller with deep local knowledge, a safety-first approach, and a record of strong guest reviews and repeat bookings.

PROFESSIONAL EXPERIENCE

Lead Tour Guide Apr 2024 - Present
Context Travel, Boston, MA

- Lead small-group history and food tours of 8 to 14 guests, about 300 tours a year, with an average review of 4.9 out of 5.
- Developed two new neighborhood walks on the Freedom Trail and the North End that became top-booked tours in their first season.
- Coordinate private group bookings for schools and corporate teams, adjusting scripts and timing for each audience.
- Partnered with local restaurants and museums for tour stops and arranged discounts that guests mentioned in their reviews.
- Trained eight new guides on storytelling, route pacing, and group safety, and helped them reach full-tour readiness in six weeks.

Tour Guide Mar 2022 - Mar 2024

- Guided walking tours for visitors from 20 countries, adapting stories and pace to the group's age and interests.
- Handled weather changes, closures, and mobility needs with backup routes, so tours ran as planned nearly every time.
- Gathered guest feedback after each tour and used it to refine stops, which raised repeat bookings by about 15%.
- Learned the stories and facts behind 30 stops by studying archives and local historians, and checked accuracy each season.
- Added a brief safety and accessibility briefing to every tour, which helped guests with mobility needs enjoy the full route.

Tour Guide May 2021 - Feb 2022
Boston Duck Tours, Boston, MA

- Narrated amphibious city tours for up to 40 guests per trip, delivering the script with humor and accurate historical detail.
- Briefed guests on safety procedures before every launch and kept clear communication with the driver and dispatch team.
- Received guest tips and positive reviews in the top quarter of the crew for the season.
- Answered questions about local history, architecture, and dining and shared restaurant suggestions with partner businesses.

CORE SKILLS

Guest engagement | Local knowledge | Storytelling | Public speaking | Group management | Safety procedures | Route planning | Customer service | Cultural awareness | Conflict resolution | Time management | Multilingual communication | First aid | Training new guides

EDUCATION

B.A. in History, Boston University, Boston, MA

CERTIFICATIONS

Certified Interpretive Guide (National Association for Interpretation) | CPR and First Aid Certification | National Park Service Interpretation Training