



# ADAM GUY

TRIPSCHOOL CERTIFIED TOUR GUIDE

## CONTACT



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New York, NY



NYC

## CERTIFICATIONS

- Tour Guide Certification TripSchool, 2022

## TOUR GUIDE LICENSES

- New York City
- First Aid & CPR Certified- 2022

## EDUCATION

Bachelor of Arts, Film Studies  
Emory University, Atlanta, GA

## PERSONAL INTERESTS

Broadway, exploring new neighborhoods

## GUIDE EXPERIENCE

### I Know a Guy NYC Tours

2 years

#### Founder & Guide

- Deliver private half-day and full-day neighborhood walking tours of New York City.
- Manage all aspects of the business operations, marketing, and sales.

### Big Apple Greeter

6.5 years

#### Greeter/Volunteer

- Welcome and escort international visitors around the city, often on their first day, to orient them to neighborhoods, subways, and the culture.
- Have delivered more than 65 greets to date.

## DESTINATION EXPERIENCE

New York City, including: Midtown, Financial District, the Village, Soho, Brooklyn Heights, DUMBO, Roosevelt Island, the High Line, Central Park

## RELEVANT EXPERIENCE

### Director, Donor Visibility and Communications

7 years

#### Enterprise Community Partners, New York, NY

- Spearheaded partnership marketing efforts through brand activation, storytelling, and employee engagement for corporate and foundation donors.
- Created compelling presentations, web content, blogs, videos, and other collateral to support visibility, prospecting, and impact.
- Participant in the organization's Racial Equity Working Group to advance diversity, equity, and inclusion in programming and culture.

### Director, Marketing and Communications

4 years

#### SeriousFun Children's Network, New York, NY

- Led organization efforts to drive brand awareness and support fundraising for global nonprofit, including public relations, brochures, annual reports, donor appeals, social media, staff supervision, and brand compliance by affiliates.
- Managed crisis communications for the network, including training camp executives and co-creating a crisis manual.
- Supported the development and execution of seven fundraising galas.
- Led cause-marketing partnership with Ben & Jerry's "The Tonight Dough" flavor, which generated more than \$1M in donations in its first year.