



Brittany McCabe is senior coordinator, integrated marketing and social media for Brand USA, the nation's destination marketing organization with the mission of increasing international visitation to the United States, fueling the nation's economy, and enhancing the image of the USA worldwide. In this role, Brittany is responsible for overseeing the production of the United Stories Campaign, helping manage Brand USA's paid influencer program, and supporting social media strategies.

Prior to joining Brand USA, Brittany worked as a social media specialist for Music & Arts, managing the company's Facebook, Instagram, Twitter and TikTok accounts. She also previously oversaw global communications for Fusion Worldwide, including the company's public relations tactics, social media strategy, and content development. She received her bachelor's degree from Boston University.

Brittany loves photography, experiencing different cultures, and cuddling with her cat, Jinx. She is originally from West Hartford, Connecticut, and has ventured to 15 states and seven countries. Her favorite travel memory is going on a remote getaway to Vermont with her boyfriend. She recommends Tokyo, Japan, as her favorite travel destination.