Imani Carter is senior manager, graphic design and communications for Brand USA, the public-private partnership responsible for launching the United States’ first-ever nationally coordinated tourism marketing effort. In this role, Imani is responsible for developing and managing a wide variety of marketing assets: including print collateral, corporate advertorials, email templates, newsletters, and presentations to support the marketing communications strategies and programs related to Brand USA’s business-to-business initiatives. Imani also provides editorial support for Brand USA’s corporate communication channels.

Imani joined the Brand USA team in July of 2016. Prior to that, Imani was a Corporate Communications Specialist for Career Communications Group in Baltimore, Maryland. While in this role, Imani developed and distributed press releases, worked closely with the CEO to produce marketing and communication plans, managed the company newsletter, and designed email blasts and product landing pages.

Imani received her Master of Arts degree from the University of Baltimore and a Bachelor of Arts degree from Hampton University. Her accolades don’t stop there, when she was 22 she self-published a book of poems and short stories.

Imani enjoys writing, music, singing, binge-watching Netflix, and traveling—which is what drew her into Brand USA. Imani says, “Brand USA is the best place for me to complete a job I love while promoting travel and tourism.”