Nick Mattera is senior director, consumer marketing 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, Nick – who joined Brand USA in July 2018 - oversees consumer marketing and social media campaigns and content development for the organization. Prior to Joining Brand USA, Nick has spent more than eight years working in the travel and hospitality industry, most recently serving as director, digital and social media marketing at Dubai Tourism and Commerce Marketing in the UAE. Nick spent the previous six years in Las Vegas, Nevada leading digital marketing and strategy at the Las Vegas Convention and Visitors Authority as senior director and as social media manager at MGM Resorts International. Nick also worked as communications manager at the Niagara Tourism and Convention Corp. in Niagara Falls, New York.

A graduate of State University of New York (SUNY) Buffalo with a bachelor’s degree in journalism/communications, Nick was drawn to Brand USA because of his previous experience in the travel and hospitality industry and his passion for travel.

An avid adventurer, Nick has traveled to 32 countries worldwide and visited 32 states. He is on a quest to visit all 59 national parks in the United States and almost is halfway there with seeing 26 of them so far. A Buffalo, New York native, Nick’s favorite travel destinations in the U.S. are Maine in the fall and Yosemite National Park in the spring. One of his favorite travel memories is backpacking, hiking, and camping in Southern Utah through the Zion, Bryce Canyon, and Arches National Parks.