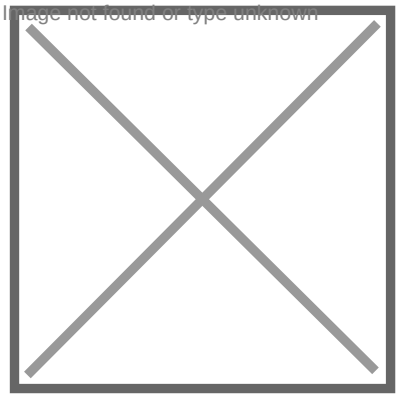
KATE ROMERO



Kate Romero is senior coordinator, 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, Kate is responsible for supporting Brand USA's social media presence.

Prior to joining Brand USA, Kate served as the social media marketing and tourism coordinator for TABASCO Brand, where she played an integral role in promoting tourism to TABASCO's home in Avery Island, Louisiana. She received her bachelor's degree from the University of Louisiana at Lafayette.

Kate enjoys time spent in her garden, painting or planning her next trip to one of the USA's National Parks. She is originally from Louisiana and has ventured to 27 states and two countries. Her favorite travel memory is when she and her husband took a road trip from San Francisco to San Diego. She recommends the U.S. Virgin Islands as her favorite travel destination.