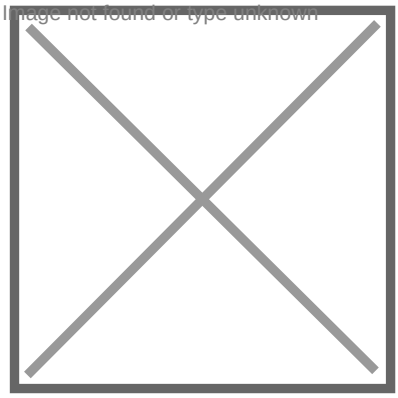
CORALIS RIVERA-APONTE



Coralis Rivera-Aponte is Director, Social Media for Brand USA, the destination marketing organization for the United States. Coralis serves as a key liaison with creative partners, supporting the Director of Brand, Susan Zachar, with Brand USA's social media strategy, campaign management, and partner initiatives.

Coralis joined Brand USA in September 2021. Previously, she served as Digital Marketing Coordinator at Discover Puerto Rico, serving as a bridge between local partners and the digital marketing team and assisting with the launch of the organization's first-ever social media strategy.

In her travels, Coralis has visited 9 countries and 16 states. She was drawn to Brand USA by the opportunity to amplify the diverse stories of the USA, and the power of connecting people and cultures through travel.