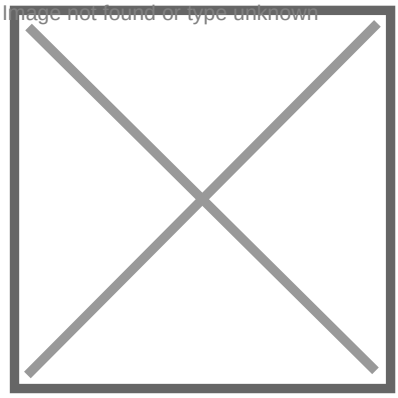
HAYDEN PIGOTT



Hayden Pigott is manager, social content for Brand USA, the nation's destination marketing organization with the mission of increasing international visitation to the United States.In this role, she oversees the organization's social content strategy, including influencer partnerships and the development of a creator-led video content pipeline.

Prior to Brand USA, Hayden was TikTok Platform Manager at Miles Partnership, where she pioneered the company's first organic social media strategy across major platforms for multiple clients.

Hayden holds a Bachelor's in Journalism from the University of Texas at Austin, awarded in May 2018. She is an active member of the Junior League of Charlotte, where she currently serves as the Placements Membership Advisory Coordinator and has held roles as a Transfer Advisor and editor of *The CRIER*, the league's annual magazine.

Originally from Fort Myers, Florida, Hayden now resides in Charlotte, North Carolina, where she runs a social club with over 900 members, dedicated to helping adults make meaningful connections.