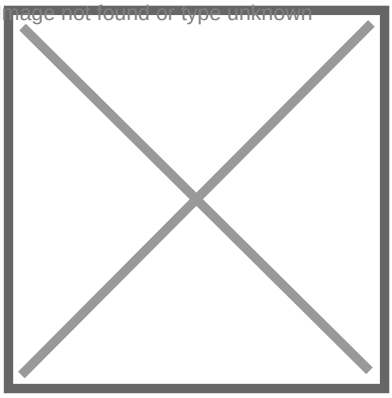
SAVANNAH GARZA



Savannah is the Manager, Branding & Design for Brand USA, the nation's destination marketing organization with a mission of driving economic growth and community prosperity throughout the United States. In this role, Savannah supports the creation of brand-aligned visual content spanning collateral, campaigns, event graphics, presentations, and digital assets for global audiences. Savannah works to ensure Brand USA's visual identity is applied with consistency and creativity across every platform and touchpoint.

Prior to joining Brand USA, Savannah served as the brand voice at Texas Travel Alliance, the primary advocate for the Texas travel industry, where she shaped consistent branding and storytelling across print, digital, and multimedia platforms. With a passion for travel and visual storytelling, and a career spent branding everything from downtown neighborhoods to statewide travel advocacy efforts, joining Brand USA was a natural next step, giving her the opportunity to tell the story of travel on the grandest stage possible.

As a freelance designer and illustrator, she also published the "I Love Texas Sticker Book" with Workman Publishing, which is a collection of more than 400 original stickers celebrating Texas culture sold at national retailers and bookshops across the country. Her work has been recognized with multiple ADDY Awards through the American Advertising Federation's Coastal Bend chapter.

Savannah earned her Bachelor of Arts in Graphic Design at St. Edward's University.