



Anastasia Straley Horne serves as the Director, Social at Brand USA, the nation's destination marketing organization dedicated to promoting international visitation to the United States. In her role, Anastasia leads social media strategy across Brand USA's channels, translating business needs into B2C content that brings U.S. destinations and experiences to global audiences.

Anastasia has spent her entire career at the intersection of content and travel, specializing in social media. She started as an Operational Communication Intern at Southwest Airlines before moving into tourism, where she managed social media accounts for Visit St. Paul, Choose Chicago, and San Francisco Travel.

Most recently before Brand USA, Anastasia spent five years at Delta Air Lines. She originally joined the social media team to oversee strategy for all brand experience and onboard partnership deliverables, then grew her role to lead a team that launched Delta's international social media presence in key expansion markets, including Mexico, Brazil, and Japan. Before leaving Delta, she oversaw a project that turned strong U.S. audience interest in South Korea into higher load factors to ICN, working closely with the Korea Tourism Office to better

position tourism products for a U.S. audience.

Anastasia holds a degree from the University of St. Thomas in Minnesota.