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April 28, 2021

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Washington Tourism Alliance Names Michelle Thana as Director of Marketing

SEATTLE – The Washington Tourism Alliance (WTA) announced the addition of Michelle Thana to the newly created role of Director of Marketing, effective May 17, 2021. Thana will lead the organization's consumer marketing program, including strategic planning, consumer campaigns, advertising, direct marketing, social media and destination brand marketing and communications.

Thana most recently served as Director of Marketing at Visit Vancouver USA. From 2019 to present she directed the organization's marketing, creative and communications programs. She managed marketing and advertising agencies and led brand development, as well as contributing to the organization's long-term vision and planning.

From 2014 to 2019, Thana served on Travel Portland's marketing team, first as Marketing Coordinator and then as Marketing Manager. In the latter role, Thana implemented annual marketing campaigns that attracted overnight visitors, managed consumer and social media agencies and strengthened collaboration between the consumer agency, internal digital team and digital agency. Thana also coordinated cross-departmental campaigns for domestic and international travelers and worked closely with the organization's overseas marketing team.

From 2013 to 2014, Thana served as Lead Creative Strategist at Brandefied, where she managed more than 300 Facebook and Google ad campaigns, developed and executed digital marketing plans for clients and managed content fulfillment for clients company-wide.





"Michelle knows destination marketing across platforms and has strong experience at the national and global levels, as well the local and community levels," said David Blandford, WTA Executive Director. "The entire WTA team is excited to welcome her, and we know her experience and leadership will be key to growing statewide tourism marketing programs that help travel, tourism and hospitality communities and businesses recover while fostering future resiliency."

Thana's professional distinctions include being named to Destinations Council's Emerging Leaders and Destinations International's 30 Under 30.

About the Washington Tourism Alliance

The Washington Tourism Alliance (WTA) is a 501[c]6 organization established by industry stakeholders with the sole mission of developing and sustaining Washington State destination tourism marketing. The WTA procures and administers funds for state destination tourism marketing activities and creates and implements a strategic statewide destination marketing plan. www.watourismalliance.com

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