



Tacoma Regional Convention + Visitor Bureau Welcomes Director of Marketing + Communications, Jaime Vogt

May 30, 2014—Tacoma, Wash — The Tacoma Regional Convention + Visitor Bureau [TRCVB] welcomes a new Director of Marketing + Communications to lead the marketing and communications team. The marketing and communications team works to promote Tacoma + Pierce County as a leading travel destination in the region.

Jaime Vogt, Director of Marketing + Communications

Jaime Vogt joins the TRCVB marketing and communications department as director of marketing and communications. Her responsibilities will include directing, planning and implementing marketing and communication strategies to attract business, leisure and group tour travel markets to Pierce County. Vogt is responsible for the collaborative management of the branding and imaging of the TRCVB and Travel Tacoma + Pierce County, WA.

Vogt holds a Bachelor of Arts degree in communications and journalism from the University of Oregon and a Master of Public Administration from the University of Washington. Vogt has 15 years of experience in marketing, web strategy, social media and design. Vogt comes to the TRCVB from Sound Transit, where she built their social media division from the ground up, developing their mobile website and strategy. She brings a wealth of experience and vision as the TRCVB strives to be a leader in the industry.

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The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, Wash. Accredited by Destination Marketing Association International. For more information, visit www.TravelTacoma.com.

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