



Jankowski new director of marketing at Destiny USA

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Syracuse, NY Destiny USA welcomes Nikita Jankowski as its new director of marketing. Jankowski will be responsible for overseeing all of Destiny USA's advertising, public relations, on-site events, guest services, social media, website and marketing strategies.

"Nikita comes to us with a strong marketing, public relations and tourism background," said Destiny USA general manager Rob Schoeneck. "She is familiar with the property and already has experience promoting Destiny USA and Syracuse as a travel destination. We believe her previous experiences, high energy, devotion to the community and ties to the tourism industry will greatly benefit Destiny USA's marketing efforts."

For almost five years, Jankowski was the communications director for Visit Syracuse, Onondaga County's convention and visitor's bureau. She led the organization's public relations and communications initiatives, oversaw the production of the visitors guides and managed the company's domestic and international outreach initiatives.

"I am thrilled to be a part of New York State's largest shopping, dining and entertainment destination," said Jankowski. "I've had the opportunity to see first hand the evolution of Destiny USA and how it draws international travelers from all over the world along with tourism dollars to benefit the Central New York economy. In this new role, I plan to continue working with Visit Syracuse and the community to promote this dynamic destination, the City of Syracuse and the region."

Prior to her previous role, Jankowski was the Director of Tourism & Marketing for the Watkins Glen Area Chamber of Commerce, promoting New York's Finger Lakes region. She also owned a small marketing firm and worked in the corporate communications department of Corning Incorporated.

Jankowski started her professional career as a television news reporter; delivering "live", daily news for ABC, FOX and CBS affiliates in Elmira, NY; Rochester, NY and Portland, ME. She graduated from the historic Tuskegee University, with a Bachelor of Arts degree in English.

She is a married mother of infant twins and serves on the Board of Directors for the Public Relations Society of America Central New York (PRSA-CNY), PRSA Travel & Tourism Section (national), the Advisory Committee of Social Media Breakfast (SMB) Syracuse, and was recently appointed to the Board of Directors of the YWCA of Syracuse and Onondaga County Inc.

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