

Kim Topp

Marketing, Communications & Creative Leader

Brand Strategy
Integrated Communications
Digital Strategy
Organizational Growth
Team Leadership

PROFILE

Marketing, communications and creative leader with 15+ years of experience building brands, teams and systems across complex organizations. Experienced in integrated communications, digital strategy, organizational growth and brand governance, with a track record of turning ambitious ideas into scalable programs and stronger audience experiences.

Known for strategic thinking, hands-on execution and building high-performing teams where people understand the mission, take ownership and do work they're proud of.

EXPERIENCE

TEXAS INTERSCHOLASTIC MOUNTAIN BIKE LEAGUE

Associate League Director | 2022–Present

Help lead strategy, communications, growth and operations for a statewide youth sports organization serving 1,000+ student-athletes and more than 500 volunteer coaches.

- » Helped transition the league from two part-time leadership roles to a financially sustainable model supporting two full-time leaders through funding, partnerships, sponsorship and revenue growth.
- » Helped develop and implement a North/South conference structure that expanded organizational capacity while maintaining a consistent statewide experience.
- » Lead integrated marketing and digital strategy across web, email, social, sponsorship and participant communications, including a website overhaul and HubSpot audience journey mapping.
- » Helped guide a league that achieved the highest athlete retention among NICA leagues from 2025–26 and 95% staff retention entering 2027.

TEXAS A&M AGRILIFE

Director of Marketing & Communications | 2018–2022

Led marketing, communications, creative and digital strategy for a statewide organization serving 5,000+ employees and audiences across all 254 Texas counties.

- » Led multidisciplinary creative, web and multimedia teams supporting brand, digital, newsroom, social media and institutional communications.
- » Helped oversee a digital ecosystem of approximately 1,200 websites, including UX, accessibility, governance, information architecture and scalable publishing systems.
- » Built systems and self-service resources that reduced reactive creative production from roughly 70% of team workload to 20%, protecting capacity for higher-value strategic work.
- » Served on Texas A&M University's Brand Council and brand audit committee, contributing to institutional brand governance and thought leadership.

TEXAS A&M UNIVERSITY

College of Agriculture & Life Sciences, Assistant Lecturer | 2019–2022

TERRA FIRMA RACING

Co-Owner / Race Director | 2014–2019

EARLIER EXPERIENCE

Texas A&M University, Division of Research, Creative Manager

Texas A&M University Libraries, Graphic Designer

Iowa State University, Graphic Designer

EDUCATION

MFA, Graphic Design
Iowa State University

MA, Environmental Graphic Design
Iowa State University

BFA, Graphic Design
Iowa State University

COMMUNITY LEADERSHIP

College Station Parks & Recreation
Advisory Board
Board Member | 2025–Present

Brazos Valley Mountain Bike
Association
Various Officer Roles | 2011–Present

Licensed NICA Mountain
Bike Coach
Various Roles | 2011–Present