



PRESS RELEASE: NEW EMPLOYEE

**For Immediate Release**

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## ABBA WELCOMES NEW DIRECTOR OF COMMUNICATIONS

The American Brahman Breeders Association is proud to announce Chloe Grimm as the Director of Communications and Digital Content. Chloe brings in a strong background in agricultural communications, digital marketing and livestock promotion to the association.

Originally from Thorndale, Texas, Chloe has deep roots in agriculture, having grown up in 4-H and FFA where she raised and showed livestock, developing a lifelong passion for the industry. She earned a Bachelors of Science in Agricultural Communications and Journalism at Texas A&M University, equipping her with expertise in media strategies, writing and content creation.

In addition to her academic achievements, Chloe has hands-on experience managing promotional content for agriculture based companies, developing strategies to enhance brand presence and industry engagement. Her expertise in digital media, content creation and public relations will play a pivotal role in advancing ABBA's mission to support and promote the Brahman breed.

"I am incredibly honored to step into this role with the American Brahman Breeders Association," said Chloe. "Agriculture has always been a fundamental part of my life, and I look forward to using my skills in communications to promote the breed and connect with producers across the industry."

As Director of Communications and Digital Content, Chloe will oversee content strategy, social media management, our website and merchandising, ensuring ABBA remains a trusted resource for Brahman cattle breeders and enthusiasts.

For more information about the American Brahman Breeders Association and its initiatives, visit [brahman.org](http://brahman.org) and follow along on facebook and instagram at [americanbrahman](https://www.instagram.com/americanbrahman).