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## COMMUNICATIONS GROUP PROMOTES CROWDER TO DIRECTOR



*Pictured: Shayla Crowder, ComGroup Digital and Social Marketing Director*

**LITTLE ROCK, Ark.** (April 4, 2023) - [The Communications Group](#) (ComGroup), a full-service [marketing](#) and [public relations](#) firm based in Little Rock, announces the promotion of [Shayla Crowder](#) to Digital and Social Marketing Director. Crowder joined ComGroup in 2021 as digital marketing specialist. In her new role, she leads digital and social marketing strategy and campaigns for the agency and its [agriculture](#), [B2B](#), and [public sector](#) clients.

“Shayla has been the leading driver behind growth and new digital product development for our clients. As a nationally recognized social media influencer, she consistently brings fresh insight and perspective to client campaigns and projects and the results have been phenomenal,” said [Lisa Van Hook](#), agency principal and Director of Client Services. “Her creativity and strategic approach to solving digital challenges has created a momentum that has taken the agency’s digital products and services to the next level.”

ComGroup offers a full suite of digital marketing services, including social media, email marketing, advertising, content creation, and website development. ComGroup employs innovative digital marketing strategies based on data analytics to accomplish each client’s unique goals.

Crowder holds a bachelor’s degree in advertising from Harding University. Learn more about Crowder and the rest of the [ComGroup team](#) at [Comgroup.com](#).

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### **About The Communications Group**

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and

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Europe with data-driven strategic research and planning, multi-channel implementation and responsive monitoring in [agriculture](#), [business-to-business](#), [health care](#) and [outreach](#) and [education](#) sectors. More at [ComGroup.com](http://ComGroup.com).

