

For more information:

Carson Horn, APR

501-515-0849

chorn@comgroup.com



The Communications Group Hires Gentry as Digital & Social Marketing Specialist



Pictured: Dani Gentry, Digital and Social Marketing Specialist

LITTLE ROCK, Ark. (October 28, 2024) – [The Communications Group](#) (ComGroup), Arkansas's premier [marketing](#) and [public relations](#) firm, has hired [Dani Gentry](#) as Digital and Social Marketing Specialist. In her role, Gentry is responsible for social media management, monitoring and reporting for the agency and its clients. She also assists the [digital marketing](#) team with content development and strategy implementation.

Gentry holds a Bachelor of Arts in Psychology from the University of Kansas and a Master of Arts in Communication from Wichita State University - Kansas. She has a background in both corporate and nonprofit sectors, with social media strategy, content creation, email marketing, and SEO optimization.

"We continue to experience strong growth in our digital, social and technology-focused marketing services as our clients and their customers require more online engagement. We're thrilled to welcome Dani to our expanding digital team," said [Lisa Van Hook, APR](#), President of [The Communication Group](#).

Discover more about Gentry and the rest of the [ComGroup team](#) by visiting [ComGroup.com](#) or by following ComGroup on [Instagram](#), [Facebook](#), [LinkedIn](#), and [X](#).

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