

**For more information:**  
Carson Horn, APR  
501-515-0849  
[chorn@comgroup.com](mailto:chorn@comgroup.com)



## COMGROUP PROMOTES BAILEY TO DIGITAL & SOCIAL MARKETING MANAGER



*Pictured: Kelsey Bailey, ComGroup Digital and Social Marketing Manager*

**LITTLE ROCK, Ark.** (August 5, 2024) - [The Communications Group](#) (ComGroup), Arkansas's premier marketing and public relations firm, announces the promotion of [Kelsey Bailey](#) from Senior Digital and Social Media Specialist to Digital and Social Marketing Manager.

Bailey's new responsibilities include managing ComGroup's full suite of digital services, including social media, email marketing, advertising, content creation, and website development. She is also responsible for leading her department in employing innovative marketing strategies and campaigns driven by data analytics to accomplish each client's unique goals.

"Kelsey is a proven leader in both our agency and in the industry. She is dedicated to helping clients achieve success through creative and innovative digital solutions with exceptional service," said [Lisa Van Hook](#), APR, agency principal and Director of Client Services.

Bailey joined ComGroup in March 2022 as Digital and Social Marketing Specialist.

Bailey holds an MBA from [Pittsburg State University](#). Learn more about Bailey and other members 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 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](#).