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LITTLE ROCK'S SERICIA NELSON RECOGNIZED AS NEWEST WOMEN IN INDUSTRY INDUCTEE



Sericia Nelson (pictured) is The Communications Group's newest Women in Industry (WIN) inductee.

LITTLE ROCK, Ark. (August 19, 2024) – [The Communications Group](#) (ComGroup), Arkansas's premier [marketing](#) and [public relations](#) firm, recognizes [Sericia Nelson](#) as the newest inductee to the agency's award-winning *Women in Industry* (WIN) series, which celebrates women who excel in their chosen industries nationwide.

Nelson is the executive editor of *NOIRE* magazine, a new publication dedicated to highlighting the rich culture and achievements of African Americans in Arkansas. Nelson is an expert communicator with years of experience in various industries including banking, higher education and news media.

"Sericia's story inspires us to pursue what brings joy into our lives, whether that's work, family or service to those around us," said [Lisa Van Hook](#), APR, agency principal and host of the *WIN* Podcast. "She has and continues to make a positive impact on the Central Arkansas community. It's our privilege to welcome her to the ranks of the other inspiring *WIN* women we've honored."

"I have a certain skill set that I can lend to probably any industry," said Nelson during the episode. "But when it gets right down to it if I'm not able to serve people, really help the heart of man or woman, I won't last. That's really who I am."

ComGroup made a financial contribution to [Philander Smith College](#) to honor Nelson's commitment and service to the Central Arkansas community.

WIN inductees are selected through an open nomination process via a nomination form on ComGroup's [website](#). Anyone can nominate a woman for recognition. Women from across the country and a variety of industries have been nominated and recognized. See inductee profiles and listen to podcast episodes [here](#).

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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](#).

About WIN

The award-winning Women In Industry (WIN) series, developed in 2019, is presented by [The Communications Group](#) (ComGroup) in Little Rock, Ark. It recognizes women nationwide across the industries the agency serves. WIN inductees are selected through a nomination process that is open to the public and can be submitted [here](#). Find WIN profiles and more information [here](#).