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COMMUNICATIONS GROUP PROMOTES BOOKER TO CLIENT SERVICES COORDINATOR



Pictured: Kassie Booker, ComGroup Client Services Coordinator.

LITTLE ROCK, Ark. (April 26, 2022) – [The Communications Group](#) (ComGroup), a full-service marketing and public relations firm based in Little Rock, announces the promotion of [Kassie Booker](#) to client services coordinator. In her new role, Booker supports the agency’s client services team in their work with [agriculture](#), [business to business](#) and [outreach and education](#) clients by coordinating data collection, compiling reports and managing the production and delivery of media and digital materials. She is also the producer of the agency’s [Women in Industry](#) (WIN) podcast.

Booker joined The Communications Group in June 2021 as office manager. Her new role embodies the agency’s focus on exceptional and innovative service to its clients.

“We place tremendous value in Kassie’s contributions to our team,” said [Lisa Van Hook](#), agency principal and director of client services. “In her new role, Kassie is leveraging her skills, insight and professionalism to engage more directly with clients on project management and development of marketing solutions.”

Booker, a native of Michigan, resides in North Little Rock. Learn more about Booker 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 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](#).