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COMMUNICATIONS GROUP HIRES HARDING UNIVERSITY ALUMNA SHAYLA HERRINGTON AS DIGITAL MARKETING SPECIALIST



[Shayla Herrington](#)

Digital Marketing Specialist
The Communications Group

LITTLE ROCK, Ark. (March 22, 2021) – [The Communications Group](#), a full-service marketing and PR firm based in Little Rock, is welcoming Shayla Herrington as digital marketing specialist. In her new role, Herrington supports digital marketing campaigns and social media management for the agency's [agriculture](#) (AG), [business-to-business](#) (B2B) and [outreach and education](#) clients.

Before joining ComGroup, Herrington worked as a digital marketing specialist at an embroidery shop in Fayetteville. Shayla brings extensive experience in digital marketing, photography, videography and project management to The Communications Group.

"Shayla's digital expertise and creative perspective align perfectly with our standard of client service at The Communications Group," said [Lisa Van Hook](#), agency principal and director of client services. "We are thrilled to welcome Shayla to the agency."

Herrington graduated with a bachelor's degree in advertising from Harding University, where she also served as the director of marketing for the Harding Baseball Team. Additional roles include marketing intern at The Artist Evolution and lead photographer at Hoofprints Creative studios. In addition to her role at ComGroup, Herrington is an accomplished wedding and portraiture photographer.

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Editor's Note: [Click here](#) for a hi-resolution image of Herrington.

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