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Communications Group Taps LaBeff for Digital Marketing Role



Pictured: Jacquelynn LaBeff, Digital Marketing & Account Service Specialist

LITTLE ROCK, Ark., November 3, 2025 – [The Communications Group](#) (ComGroup), Arkansas's premier [marketing](#) and [public relations](#) agency, promoted [Jacquelynn LaBeff](#) to Digital Marketing and Account Service Specialist.

In her new role, LaBeff implements strategies to drive engagement across digital platforms for the agency and its clients. She continues to serve as producer for the award-winning [Women In Industry Podcast](#) and supports account management through project coordination, reporting and client relationships.

“Jacquelynn’s promotion is a recognition of her professional growth and ability to bring strategies to life,” said ComGroup President [Lisa Van Hook, APR](#). “Her creativity and digital expertise helps our digital marketing team deliver meaningful outcomes for the agency and our clients.”

LaBeff is a graduate of Arkansas Tech University with a bachelor’s in journalism. Learn more about LaBeff 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 (ComGroup) is an award-winning, full-service digital, marketing and public relations firm. Since 1987, ComGroup has been a trusted partner for creating impactful communications and delivering powerful, integrated marketing solutions. Serving a range of industries, with deep expertise in agriculture, B2B, healthcare and G2C, ComGroup combines data-

driven strategy, customized research, innovative technology and creative campaigns to drive results for clients across North America and Europe. Learn more at comgroup.com.