

FOR IMMEDIATE RELEASE

Communications Group Expands Leadership Team with Vice President Promotions



L-R: Kassie Booker, Carson Horn, promoted to Vice President at ComGroup

LITTLE ROCK, Ark., September 3, 2025 - [The Communications Group](#), Arkansas's premier [marketing](#) and [public relations](#) agency, announces the promotions of Kassie Booker and Carson Horn, APR, to Vice President. In addition to their new roles, Horn and Booker will join the executive leadership team, alongside agency principals [Lisa Van Hook](#), [Dan Cowling](#), and [Dane Cowling](#).

"Carson and Kassie have consistently demonstrated the kind of leadership, dedication and strategic vision that strengthens our entire company," said ComGroup President Lisa Van Hook, APR. "Their promotions to Vice President reflect not only their individual contributions but also our commitment to cultivating leaders who drive innovation and ensure continued success for our clients."

[Kassie Booker](#) has been promoted to Vice President, Director of Account Services. Known for her client-first approach and account management leadership, Booker oversees client account teams, new business initiatives and project performance. In her new leadership role, Booker collaborates with teams to develop proposals, oversees B2B client accounts and fosters strong client relationships. She supports agency growth, managing contract renewals and identifying opportunities that benefit both clients and the agency.

[Carson Horn, APR](#), has been promoted to Vice President, Director of Public Relations. An accredited public relations and certified crisis communications professional, Horn brings a depth of experience in media relations, brand storytelling and client relations. Horn has grown ComGroup's PR team into its largest department and led nationally recognized campaigns, including the agency's [Ag Marketing Trends Report](#). He has managed communications for global brands, from crises to merger announcements, earning measurable results and strengthening client trust. In his new leadership role, Horn continues to lead ComGroup's PR strategy and reinforce the agency's reputation for communications excellence.

As ComGroup continues to grow, the agency is leading the way in staying ahead of industry trends, embracing innovation and delivering data-informed solutions for its clients. These leadership promotions reflect ComGroup's dedication to evolving with the changing communications landscape, while maintaining its reputation for service excellence.

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