

Communications Group Adds Digital Marketing Specialist

Arkansas agency welcomes Karen Abbott to digital marketing team



Pictured: Karen Abbott, MBA, Digital Marketing Specialist

LITTLE ROCK, Ark., August 3, 2026 — [The Communications Group](#) (ComGroup), Arkansas's premier [marketing](#) and [public relations](#) agency, announces the addition of [Karen Abbott](#) as Digital Marketing Specialist. Abbott brings with her valuable expertise complimenting the agency's standard of excellence in digital marketing services.

Abbott's role includes turning strategic ideas into engaging, meaningful content that tactically moves people to act. Abbott facilitates digital impact and influence for ComGroup's clients through leading edge marketing strategy, social media management, digital marketing audits and technology innovation.

"Digital and social media marketing are high-demand services that competitively position the companies and organizations we serve in the increasingly crowded and complex online information space," said ComGroup President [Lisa Van Hook, APR](#). "Karen's skills, experience and creativity strengthen our strategic capabilities and offerings as new technology emerges and evolves."

Abbott is a graduate of the University of Central Arkansas with a Bachelor of Arts in public relations and a Master of Business Administration.

Learn more about Abbott and the rest of the ComGroup [team](#) by visiting www.comgroup.com.

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About The Communications Group (ComGroup)

The Communications Group (ComGroup) is an award-winning, full-service digital, marketing and public relations firm. For almost four decades, ComGroup has been a trusted partner helping organizations navigate complexity and create impactful communications that delivers powerful outcomes. Serving a range of industries, with deep expertise in agriculture, B2B, healthcare and G2C, ComGroup combines technology-driven strategy, customized research with integrated media, digital and creative campaigns to drive results for clients across North America and Europe. Learn more at ComGroup.com.