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### **Spurrier Group Announces Staff Promotion and New Hire**

Richmond, Va. (April 5, 2017) – Spurrier Group, one of the leading media and research firms in both Richmond and Washington, D.C., has promoted Jennifer Walker to planning director and has hired Taylor Hering as consumer engagement specialist.

Since joining Spurrier Group in 2011, **Jennifer Walker** has managed a wide variety of accounts in her previous position as senior media planner. Some of her current and past client engagements include Identity Guard, CMS Center for Medicare and Medicaid Services, the Federal Emergency Management Agency, JenCare Senior Medical Centers and TowneBank.

Walker enjoys collaborating with clients and colleagues to craft integrated, strategic media outreach executions that resonate with the client’s target audiences and deliver on established key performance indicators. “Our thorough research and strategic approach to media planning, buying and placement are what differentiate Spurrier Group from other media shops,” she said. “We are encouraged to be thinkers and given the opportunity to produce good work alongside some very talented team members. I love what I do!”

Prior to becoming Spurrier Group’s new consumer engagement specialist in March 2017, **Taylor Hering** served as the social media strategist for four years with Goodwill Industries. She is responsible for analyzing social profiles and social media behaviors, and then recommending research-based digital and social advertising strategies that are most effective for the client.

Hering’s proven expertise in the social media space will add an important dimension to the advertising, branding and marketing campaigns that Spurrier Group develops. “We embrace a holistic approach for clients of all sizes, and social platforms are integral to their marketing outreach efforts,” she said. “My passion is teaching other people, sharing what I know and providing them with the tools to be successful. It’s fun working with a company like Spurrier Group that’s on top of its game.”

“Congratulations to Jennifer on her well-deserved promotion and we are delighted to welcome Taylor to our team,” said Donna Spurrier, founder and CEO of Spurrier Group. “We know that these talented women will make many contributions that will have long-term benefits for our clients.”

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### **About Spurrier Group**

Spurrier Group is a marketing partner dedicated to measureable ROI. We analyze and then simplify data to understand how to strategically reach and then motivate our client’s target audiences. Our research leads to customer insights that educate and inform the entire marketing process. Founded in 1997, we have created and launched customized marketing campaigns that capture audiences and achieve exceptional results for a wide variety of global, national and regional clients. Today, Spurrier Group is one of the most respected marketing and media agencies in the Mid-Atlantic region. In fact, we were recently ranked one of the top 20 advertising agencies in the Washington D.C. metropolitan region, and we are consistently listed among the top agencies in Richmond. For more information, visit [www.spurriergroup.com](http://www.spurriergroup.com).