



Spurrier Group Expands Expertise with New Hires

Richmond, Va. (Oct. 10, 2019) – Spurrier Group, a performance marketing and media agency headquartered in Richmond, Va., has recently added two new associates.

Hampton Eubanks joined Spurrier Group in August as Senior Project Manager. She serves as Spurrier Group’s primary liaison for the North Carolina Education Lottery account. In that role, she interfaces daily with the client, which is headquartered in Raleigh, N.C., and with Wunderman Thompson-Atlanta, the partner agency on the account. Previously, Eubanks consulted with VCU Health Department of Strategy and Marketing, leading their Women’s Health marketing efforts. Prior to working with VCU Health, she directed the Virginia Lottery’s sports and event marketing initiatives. A graduate of the University of Virginia, she started her career in New York City with positions at Vogue, Ford Models and Conde Nast Media Group.

“While I had a broad understanding of media buying, the media buyers and analysts at Spurrier Group are taking me behind the scenes of this multifaceted process,” said Eubanks. “It’s fascinating to watch them make real-time adjustments to media buys that will improve outcomes for clients like NCEL. I really value this opportunity to learn a new skill-set with such a talented team.”

Erin Brown joined the Media Intelligence Team at Spurrier Group in May as a Digital Analyst. In that capacity, she is responsible for reporting and analyzing media activity and results on all of the agency’s accounts. Prior to joining Spurrier Group, she had worked as a market research analyst with the Virginian-Pilot and as a digital marketing manager with McKesson. A veteran of the U.S. Navy, Brown served as an operations specialist. She earned her bachelor’s and master’s degrees from St. Leo University, completing her coursework on a number of naval bases.

“Up until now, my career has always been on the client side of marketing research and analysis,” she said. “I’m excited about expanding my knowledge in the digital space at Spurrier Group and using my experience to help our clients meet their strategic media goals and objectives.”

“Both Hampton and Erin bring experience that is needed to execute our performance-based media product,” said Donna Spurrier, founder and CEO of Spurrier Group. “The level of clientele that we are fortunate enough to serve both domestically and internationally will benefit from these two great additions to the team.”

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About Spurrier Group

Spurrier Group is a marketing partner dedicated to measurable ROI. Founded in 1996, 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 as one of the top twenty advertising agencies in the Washington D.C. metropolitan region, and we are consistently listed among the top agencies in our hometown of Richmond. For more information, visit www.spurriergroup.com.

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