



Spurrier Group Announces Expansion of Media Intelligence Team

Richmond, Va. (April 22, 2020) – Spurrier Group, a performance marketing and media agency headquartered in Richmond, Va., announced that Holly Myles and Mackenzie Rhodes have joined the agency’s Media Intelligence team. This expansion reflects the dynamic growth of the results-oriented, performance-based media product that Spurrier Group designs and executes for regional, national and international clients.

Having come on board as an account manager for Spurrier Group on March 23, **Holly Myles** will serve as the agency’s primary liaison for the North Carolina Education Lottery account. In that role, she will interface daily with the client, which is headquartered in Raleigh, N.C., and with Wunderman Thompson-Atlanta, the partner agency on the account. She has over a decade of account management experience, focusing on digital and social media marketing and public relations. Most recently, she worked for three years with Authentic, a digital marketing consulting firm in Richmond.

“I enjoy immersing myself in a client’s business to learn about their industry, their challenges and their goals,” said Myles, who holds a bachelor’s degree from Eastern Michigan University. “Working with the team at Spurrier Group, I can help clients like the NCEL connect the dots in the constantly evolving media landscape in order to deliver the measurable outcomes that they would like to achieve.”

Mackenzie Rhodes joined Spurrier Group on March 30 as a media buyer or, as she readily admits, as a media buyer-in-training. Her background in the staffing industry served to hone her skills in customer relations by matching job candidates with positions that employers had posted with her firm, OfficeTeam.

“I had always considered Donna Spurrier to be a personal mentor and we had kept in touch over the years,” said Rhodes. “Donna’s commitment to creating a culture of collaboration and balance really appealed to me, and I wanted to be part of it. Right now, I’m a sponge absorbing everything that this talented team knows about media strategy, planning, buying and placement for our client portfolio.” Rhodes earned a bachelor’s degree from Roanoke College.

Donna Spurrier, founder and CEO of Spurrier Group, noted that both of these new hires joined the agency when social distancing directives caused by the coronavirus pandemic were in effect. “Despite those challenges, Holly and Mackenzie have been fully engaged in all aspects of our business from Day One,” she stated. “We look forward to the many contributions that their fresh perspectives and varied backgrounds will bring to our Media Intelligence specialty 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.

Spurrier Group Media Contact: Sara Hunt, 804-994-1120, SaraHuntPR@gmail.com