



Spurrier Group Announces Addition to Media Intelligence Team

Richmond, Va. (April 7, 2020) – Spurrier Group, a performance marketing and media agency headquartered in Richmond, Va., announced that Austin Bader has joined the agency’s Media Intelligence team as a digital strategist and planner.

In her new role at Spurrier Group, Bader will be responsible for shaping, optimizing and delivering on digital and social strategies and execution. Her knowledge of best practices, along with her passion for metrics and continuous improvement, will drive measurable results for clients.

Prior to coming on board with Spurrier Group in November 2019, Bader had worked with The Martin Agency for 14 years and had served as associate director of the engagement team working on behalf of Fortune 500 companies both in New York and in Richmond. A native of Richmond, she earned a bachelor’s degree from Washington & Lee University.

“I had been following the women-led business community in Richmond with a great deal of interest and I’m very excited to be part of it,” said Bader, who has already become immersed in projects for all of the clients in Spurrier Group’s portfolio. “This position represents a unique opportunity for me to craft the digital, social and new business strategies for Spurrier Group, as well as impact the offerings that we can provide to clients in the U.S. and internationally.”

“Austin’s expertise in consumer engagement brings an added dimension to our exceptional performance-based media product,” said Donna Spurrier, founder and CEO of Spurrier Group. “Our clients will benefit significantly from the strategic insights that this talented professional shares with 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.

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