

Laura Connor

Marketing Manager

Little Rock

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Laura Connor is a Marketing Manager at HoganTaylor, with over a decade of experience in marketing within the accounting and advisory industry. Since joining the firm in 2018, Laura has been focused on maintaining HoganTaylor's brand integrity and working closely with Firm leaders to assist in positioning their service areas in their respective markets.

In addition to her marketing responsibilities, Laura plays a role in client success, partnering with Firm leadership to ensure their clients receive exceptional service and support.

Prior to joining HoganTaylor, Laura served as the Marketing Director at JPMS Cox, where she led the development and execution of marketing strategies and spearheaded the Firm's recruitment initiatives.

Laura earned a Bachelor of Arts in Communication from the University of Arkansas. She is actively involved in her community, serving on various committees and boards in central Arkansas and beyond.

Professional & Civic Affiliations

- Leadership Little Rock, Member of Class XXXV
- Junior League of Little Rock, Sustainer Member
- Little Rock Garden Club, Member
- Chi Omega Foundation, Trustee
- HoganTaylor Foundation, Trustee
- Sculpture at the River Market, Former Committee Member
- University of Arkansas for Medical Sciences, Former Consortium Advisory Board Member

Education

- Bachelor of Arts, Communication, University of Arkansas