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## **KeyPoint Partners hires Stephanie French as marketing assistant**

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KeyPoint Partners, LLC has hired Stephanie French of Londonderry, N.H., as marketing assistant in the firm's Burlington, Mass. office. French will support KeyPoint Partners' overall marketing activities, and will take key responsibility for the firm's new shopping center marketing service.

KeyPoint Partners introduced its in-house shopping center marketing program last year as an additional service for properties which the firm manages and leases.

KeyPoint Partners provides marketing services for Wayside Commons in Burlington, Mass.; Derry Meadows Shoppes in Derry, N.H.; Super Stop & Shop Plaza in Stoughton; and has begun work on centers in Revere, and Waterville, Me. Programs include websites and online advertising; media advertising; social networking; direct mail and email loyalty programs; and a wide range of on-site events that has included live concert performances, a pet costume contest, trick-or-treating, food festivals, Santa Claus appearances, holiday wreath sales, and Red Cross blood drives.

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