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## **Rafferty joins ASM as marketing communications manager**

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Jackie Rafferty has joined ASM as marketing communications manager, a new role to the organization. Rafferty will lead all PR, marketing communications and social media efforts designed to increase membership, visibility and positive recognition for members, associates and affiliates of the organization.

Rafferty brings with her over 15 years of experience in the public relations and marketing communications sector. Her previous positions have included director of public relations and marketing communications manager for New England Financial, a Boston-based Fortune 500 company, as well as marketing director for several title insurance firms.

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