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## **Peckham-Berardinelli joins NEC as director of marketing**

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According to New England Construction Company (NEC). Shelly Peckham-Berardinelli has joined the organization as director of marketing. Peckham-Berardinelli joins NEC with over 17 years of construction industry marketing expertise having previously held positions within the industry at A/Z Corp., Fluor Corporation (ADP Marshall), and Dimeo Construction.

"We are excited to have Shelly join the NEC team in this new position within our organization. Shelly will lead external and internal marketing activities for NEC," said John Pignataro, president and chief operating officer. As a member of New England Construction's management team, Peckham-Berardinelli will be responsible for overall development and implementation of our marketing efforts, including public relations, communications, social media, brand management, etc. all with a focus on increasing the organization's reach throughout the New England region.

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