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Arsenal Yards appoints Reed as marketing director

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Boston, MA Arsenal Yards has named Jessica Reed as the marketing director for the new mixed-used development in Watertown from Boylston Properties and Wilder.

With over one million s/f of retail, dining, entertainment, fitness, life science lab spaces and contemporary apartments, Reed will help coordinate onsite marketing for Greater Boston's next great neighborhood.

Reed's responsibilities will include executing strategic, multi-phased retail marketing programs including advertising and public relations campaigns, community and tenant communications and supporting Arsenal Yards leasing leads.

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