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O'Keefe joins Pinnacle Cos. as marketing comm. mgr

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Erin O'Keefe has been appointed marketing communications manager at The Pinnacle Cos. Her responsibilities include assisting the VP of business development and marketing in the creation, coordination and implementation of all marketing and communications initiatives to enhance Pinnacle.

O'Keefe will oversee company print advertising and website strategies, the management and direction of all direct mail pieces and qualification packages, all public relations activities and trade show coordination and graphics.

"We are pleased that Erin has joined us," said Richard Hurwitz, Pinnacle VP.

Before joining Pinnacle, O'Keefe, a Bridgewater State College graduate, was marketing coordinator for Shepley Bulfinch Richardson & Abbott.

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