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## **Budri joins BW Kennedy & Co. as marketing manager**

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George Budri

Arlington, MA BW Kennedy & Co. has hired George Budri as marketing manager. Budri, a Portland, ME native, brings a wealth of experience and a fresh perspective to the marketing efforts. Before joining BW Kennedy, he held the position of general manager and regional marketing manager at Restore Hyper Wellness, where he led marketing initiatives and regional growth. Budri's academic background in Kinesiology, earned at the University of Maine Orono, has equipped him with a strategic, consumer-focused mindset.

As a founder and the chief marketing officer of KinoTek LLC, Budri was instrumental in developing B2B relationships and driving social media growth, gaining hands-on experience in connecting with diverse audiences and building performance-focused strategies. His expertise across both B2B and B2C marketing, with his commitment to understanding consumer needs, will bring invaluable insight to BW Kennedy.

Beyond the office, Budri is a passionate tennis player and coach, dedicating time to his favorite sport and sharing his skills with others. He also enjoys working out, exploring photography and videography, and creating engaging social media content, talents that add a creative edge to his marketing approach. BW Kennedy & Co. is thrilled to have George on board, and they look forward to the energy and insight he'll bring to the team.

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