

On the Move

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| SPOTLIGHT |

First job: News director, WQTV,
Boston

Previous job: Communications direc-
tor, Massachusetts Legal Assistance
Corp., Boston

Professional achievement: "As com-
munications, marketing and government
relations director of the American Red
Cross' Northeast region, establishing
practices that allowed us to raise more
money for victims of the tsunami and
Hurricane Katrina than any other region in
the country."

Professional priority: "Enhancing
O'Neill and Associates' communications
campaigns with digital media strategies
that push our client's messages forward
and working with clients to improve their
media and presentation skills."

Carol Yelverton
Vice president
O'Neill and Associates
(Boston)

