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Heather is the director of communications at REVEL. With over seven years of communication experience in healthcare and tech, her transition into cannabis was seamless. Heather oversees all of the public relations and social media efforts by developing communication strategies that help advance REVEL's efforts to educate and raise awareness. .

About — REVEL

A strategic public relations plan is "a roadmap to take you from where you are to where you want to be," says Mary Meagher, President of The Meagher Group, a Washington, D.C.-based public affairs firm that offers clients a unique blend of political, business, and communications experience.According to Meagher, organizations need public relations strategies for the same reason they need ...

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