



# The Stuart News

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## Business

### Local

#### PALM CITY

### McCarthy named VP of The Firefly Group

Nancy McCarthy, APR, has been named vice president of The Firefly Group, a Treasure-Coast based public relations and marketing firm.

“Since joining The Firefly Group three years ago, McCarthy has supported the efforts of the firm’s diverse client base in the areas of strategy planning, media relations, community outreach, comprehensive event management, marketing and collateral materials development,” the company said in a news release.

McCarthy’s background includes seven years of public relations experience working for a large electric utility on Florida’s west coast where she focused on strategic planning, media relations, crisis communications, branding and project management. McCarthy earned a bachelor’s degree in advertising from the University of Florida in 2000 and Accredited in Public Relations (APR) designation through the Universal Accreditation Board in 2005.

Staff report