



Beloved Boston News Anchor, Liam Martin, Joins Newsmaker Marketing as Partner and Chief Marketing Officer

WBZ-TV's Martin joins Founder & CEO Jackie Bruno and Partner & President Rachel Robbins to lead one of the fastest-growing agencies in Boston, further strengthening the agency's journalistic expertise and storytelling skills, and enhancing clients' public relations, video production, and social media results

Boston, Mass. – March 21, 2024 – [Newsmaker Marketing](#), a modern public relations, video storytelling, and social media marketing agency dedicated to helping clients tell their stories directly to target audiences, is ecstatic to announce one of Boston's most esteemed news anchors, Liam Martin, as its new partner and chief marketing officer.

Martin joins Newsmaker Marketing following an accomplished career in television news where he was most recently morning anchor for WBZ-TV News in Boston. Prior to his nine years with WBZ-TV, Martin worked as a general assignment reporter at WCVB-TV in Boston and as an evening anchor and reporter for WILX-TV in Lansing, Michigan. In 2019, he won an Emmy Award for his storytelling.

Martin will join the Newsmaker Marketing leadership team, which includes Founder & CEO Jackie Bruno and Partner & President Rachel Robbins. Bruno is an Emmy Award-winning broadcast journalist and storyteller, who founded Newsmaker Marketing in 2022 with the goal of putting journalists back to work directly for companies. Robbins is a seasoned public relations expert and former television news producer, who has leveraged her agency, business development, and client service expertise to bring Bruno's vision to life and support Newsmaker Marketing's rapid growth.

"I am incredibly excited to join this immensely talented team," said Martin. "I have known Jackie for many years from our days as reporters out in the field, and she is a force — as a storyteller and now as a passionate advocate for Newsmaker's clients. I've also already witnessed firsthand Rachel's giant talent as a public relations professional and TV producer. It's no mystery how they've managed to take Boston's PR and marketing scene by storm, and I feel very lucky to be joining them."

Together, the three will continue to take one of Boston's fastest-growing integrated PR, video, and social media agencies to new heights by giving the power of news-style video storytelling back to businesses through their owned media channels.

"Liam is one of the most brilliant people I have ever met, and one of the most talented journalists in the industry," said Bruno. "Even more important, he's an incredible person — a great dad, a great husband, and a loyal friend — who cares deeply about his family, colleagues, and clients. I am so proud to announce him as a member of our Newsmaker family, and so excited to see him continue his successful storytelling career on behalf of our clients."



“Liam joining our team furthers our mission to reinvent how PR is done by telling clients’ stories through the lens of journalists,” said Robbins. “We are so excited to continue leveraging our team’s journalistic expertise and passion for storytelling to create and share impactful stories on behalf of our clients, and Jackie and I can’t think of a more talented person to help us do that than one of the best storytellers in Boston: Liam Martin. We are so honored to partner with Liam and truly change the future of PR by prioritizing owned media as well as earned media through effective video storytelling.”

Since its inception in 2022, Newsmaker has told the stories of more than 30 businesses and founders, and Martin’s decision to join Newsmaker Marketing will only continue to accelerate the agency’s growth, reach, and impact.

To learn more about Liam’s decision to leave television news and join Newsmaker Marketing, you can read his moving article in *Boston* magazine, [here](#).

About Newsmaker Marketing

Newsmaker Marketing is a Boston-based public relations, video, and social media marketing agency that was created to help businesses tell their own stories and reach target audiences in a way that doesn't depend solely on traditional news coverage. Founded by Jackie Bruno, a former Boston news anchor and three-time Emmy Award winning journalist, Newsmaker Marketing operates as its clients' storyteller, video content creator, social media marketer, and brand ambassador to create and share stories through both owned and earned media channels. To learn more about Newsmaker Marketing or inquire about becoming a client, please visit newsmakermarketing.com, or follow Newsmaker Marketing and its clients' stories on [Instagram](#), [LinkedIn](#), [X](#) (formerly Twitter), and [YouTube](#).

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