



Newsmaker Marketing Announces Rachel Robbins, Seasoned PR Leader and Former Broadcast News Producer, as Partner and President

Robbins joins Founder & CEO Jackie Bruno to lead agency that blends public relations, video storytelling, and social media to tell clients' stories directly to their target audiences

Boston, Mass. – January 10, 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 Rachel Robbins as its partner and president.

Robbins brings more than 15 years of news and PR experience to Newsmaker Marketing and will continue to take the agency to a new level of growth through her business development and client service skills. Newsmaker Marketing has quickly become one of Boston's fastest-growing PR and social media companies, representing more than 25 businesses and founders since the company's inception in October 2022.

Robbins joins Jackie Bruno, an Emmy Award-winning broadcast journalist, who founded Newsmaker Marketing after a successful career in television news. Together, the two will continue to tell their clients' stories in a visual and impactful way that doesn't depend solely on traditional news coverage, as well as build out Newsmaker's talented team of former journalists who operate as storytellers, video content creators, social media marketers, and influencers for clients.

"Rachel isn't just a remarkable leader and individual, she's a true force in the communications world, and her work with Newsmaker is a testament to our continued growth and impact," said Bruno. "Rachel's background in news and PR storytelling, combined with her commitment to the success of our clients and team, uniquely positions her to take our business to the next level. She is also one of the most genuine and kindhearted people I know, and I am deeply honored to celebrate her today as both a pivotal partner in our venture and a treasured friend."

"To represent Newsmaker Marketing and its incredible clients and be able to work alongside Jackie is an absolute dream come true," said Robbins. "I have always admired and respected Jackie as a successful journalist, fellow mother, and now female entrepreneur. I am so honored to have this once-in-a-lifetime opportunity to help lead a company with her that is truly changing how PR is done, while also prioritizing work-life balance so we can succeed as working moms."

Robbins was previously senior vice president at Greenough, where she was responsible for agency business development, client service, and people development. Over her nine years there, she led successful PR programs for clients, including strategy, integrated marketing initiatives, and media relations, securing feature stories with top-tier outlets such as the Associated Press, CNN, Fast Company, Forbes, FOX News, NBC Nightly News, Reuters, USA Today, and The Wall Street Journal.

Prior to joining Greenough, Robbins was an Assignment Editor at New England Cable News and WCVB-TV, as well as a Segment Producer for NECN's "The Morning Show," where she booked



celebrity guests, produced original segments such as “Tiffani’s Taste” and “Food Truck Friday,” featuring celebrity chef Tiffani Faison, and field produced major events such as the 100th Anniversary of Fenway Park and the 2010 U.S. Senate special election.

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](#).

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. For more information, please visit newsmakermarketing.com.

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