

# Newsmaker Marketing NEWSLETTER



## SPRING 2024



## Meet Our Partner & CMO, *Liam Martin!*

Our team continues to grow! In March, we were so proud to announce Liam Martin as our Partner and CMO! Liam comes to us after 15 years as an esteemed news anchor, most recently for the legendary WBZ Mornings in Boston. We are so excited to bring his Emmy Award-winning skills as a storyteller and editor to our amazing clients. Liam is a devoted husband and father to two children. He is an avid Boston sports fan and a passionate advocate for mental health, encouraging men to open up about their challenges. You can read more about Liam's decision to leave news and join Newsmaker in his article for [Boston magazine](#). His news has also been featured in [The Boston Globe](#), [Boston Globe Today](#), [Boston Business Journal](#), Ramiro Torres' "Passion Project" podcast and many more that you can read on our [website](#)! We are thrilled to welcome Liam to our Newsmaker family!



## CLIENT HIGHLIGHTS

Our new client, **Norfolk County Sheriff's Office and Sheriff Patrick McDermott**, were featured on [WCVB-TV](#), [WBUR](#) and [95.9 WATD](#) for their new HOPE Center, opened to help people build stable lives after incarceration. [WCVB-TV](#) and [NBC10](#) also featured NCSO's House-to-House for Heroes event to support veterans.

Our new client, **John Tobin Presents/Laugh Boston/Improv Asylum**, was live on [WBZ-TV](#) with Levan Reid showcasing its Massholes Comedy Trolley Tours of Boston!

**Cyclix** was featured on [CW Houston](#), [Recycling Today](#), [NBC Houston](#), [FOX26 Houston](#) and [Yahoo! News](#) for its new recycling program in Houston.

**The Arc of South Shore** was featured in the [Patriot Ledger](#) for its work to ease the "Turning 22" Autism crisis, and will be featured soon on [WBZ-TV](#).

**As You Are** will be featured on [CBS Evening News](#)' "Eye on America" segment on June 15 for its virtual autism platform! They were also featured on [ABC 7 Chicago](#).

**LEVIA/Second Act Cannabis** was featured on [NBC10](#) for its new Kowloon Mai Tai cannabis seltzer! They also had swag bags at [David Ortiz's Fundraiser](#) in May and were guests on Ramiro Torres' podcast "[Passion Project](#)."

**JSJ Aesthetics** was named the 2024 [Best of New Hampshire](#) Medical Spa! Owner Jessica St. Jean was interviewed by Kimberly Abare from [The Pelham Evergreen](#).

**LunchDates** discussed how they can help you find your right match on [The Rhode Show](#).

For the second year in a row, **LexRx** was named an honoree for [Boston Business Journal's](#) Best Places to Work!

**Plastic Surgery of Southern New England** wrote an article for [Boston magazine](#) debunking cosmetic procedure myths.

**Third Piece** was featured on [WBZ-TV](#) on Mental Health Action Day to discuss the health benefits of knitting. They were also featured in [Fig City News](#), [The Newton Beacon](#) and in [Authority Magazine](#).

**Babson Advancement Team** has increased its followers by 10% in the last 90 days.

The Newsmaker team had a great video shoot at the **Shields Health Dartmouth** location and they'll be featured in [Dartmouth Week](#).



# Newsmaker Marketing



# Newsmaker on the Scene



Video shoot with JSJ Aesthetics



Jackie spoke at the Plymouth Chamber Empowering Women Event



Norfolk County Sheriff's Office opened HOPE Center



Liam interviewed for Boston Globe Today



Liam spoke at Bridgewater College for the Light Foundation



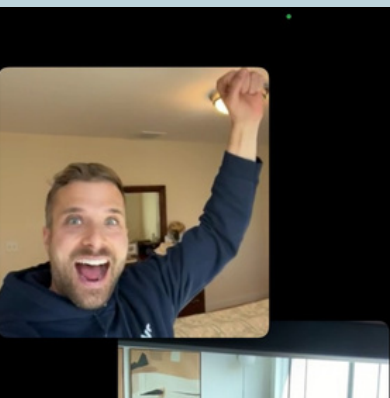
NMM attended Improv Asylum's stand-up comedy class



Liam on Ramiro Torres' Passion Project Podcast



Video shoot at Fenway Park with our new client Czerlonka



First official Newsmaker Team FaceTime call with Liam!



NMM team attended Kynd event with The Rogers



NBC10 shoot for LEVIA's new Kowloon Mai Tai!



Video shoot with Cyclyx at its lab in Portsmouth, NH



Video shoot with Plastic Surgery of Southern New England



Video shoot with Shields Health at their Dartmouth location



Video shoot with The Arc of the South Shore





### MEET OUR SUMMER INTERNS!



**Nina LaRusso**

Nina is a junior at Ithaca College majoring in cinema production. She is from Walpole, MA and a fun fact about her is that she lived in Ireland for a year and a half to study music and film before moving to IC. In her spare time, she likes to bake, go hiking, and travel whenever possible!



**Carmen Andrea Navas**

Carmen is from San Juan, Puerto Rico! She is a rising junior at Boston College with a major in Communications and a minor in Marketing. She loves to spend free time going to the beach, exercising, and trying new local restaurants. Owning a PR Firm is her dream - she is looking forward to creating connections with clients and getting to experience more in the advertising/marketing world!



**Ray Gan**

Ray is currently pursuing their Master's degree in PR at Boston University. They enjoy telling stories and bringing people together. Driven by their interest in storytelling, they chose PR for their Master's rather than continuing studying philosophy. Ray spends most of their time reading and writing stories. They are thrilled to join Newsmaker Marketing and help their clients tell their stories!



**Danielle Barberio**

Danielle is majoring in Public Relations and Communication Studies and minoring in Digital Marketing at University of RI. She has a passion for writing and creating content. In her free time, she loves to run and a goal of hers is to complete a marathon next year! Danielle is looking forward to working with and learning from our team!

### SOCIAL MEDIA HIGHLIGHTS

- **The Norfolk County Sheriffs Office** has increased its reach by **418.8%** in just 2 months working with Newsmaker!
- **LunchDates** has increased its reach by **38%** in the past 90 days!
- **JSJ Aesthetics** saw a **20% increase** in accounts engaged over the last three months.



### WELCOME TO THE NEWSMAKER MARKETING FAMILY:



**JOHN TOBIN PRESENTS**



### CONTACT US TODAY TO START MAKING NEWS TOGETHER!

[jackie@newsmakermarketing.com](mailto:jackie@newsmakermarketing.com)

**WE ARE YOUR STORYTELLER. YOUR INFLUENCER. YOUR CONNECTOR.**