

# Newsmaker Marketing NEWSLETTER



NEWSMAKER  
MARKETING

YOUR BUSINESS IS OUR TOP STORY

## SUMMER 2024

### CLIENT HIGHLIGHTS

**Babson** hit a record-breaking 12.8K donors in its 2024 fiscal year!

**Cyclix** was featured on [WBZ-TV](#) for its revolutionary lab in Portsmouth, NH.

Eric Czerlonka, CEO of **Czerlonka Event Design and Management**, was interviewed by Paula Ebben from [WBZ-TV](#) about incentive travel. He also took Liam on the trip of a lifetime to Sicily to capture video content!

Fresh off their Best of New Hampshire win, **JSJ Aesthetics and Wellness** was named [Best of 603](#) in three categories: Aesthetic Medicine, Hair Salon, and Med Spa!

**Improv Asylum** was featured on [WBZ-TV](#), [Chronicle](#), [WBUR](#), and in the [Boston Globe](#) for its newest comedy club, Sobah. Norm Laviolette was interviewed and featured on [Boston Globe Today/NESN](#).

**LexRx** was featured in [Caught in Charlestown](#) for its continued dedication to higher education through its Inject with Lex program. Co-Founder/CEO Alexa Nicholls Costa was also invited to Paris with Evolus for its Elite Summit!

**Jill Vantor**, executive matchmaker for LunchDates, was featured in [Boston Common Magazine](#) for her new matchmaking service, Allure.

Our new client, **Medford Wellington Service Company**, was featured on [WBZ-TV](#). MedWell's CEO, **Michael LaCrosse**, was also interviewed for a feature in [Authority Magazine](#).

**Norfolk County Sheriff's Office and Sheriff Patrick McDermott** were recognized by the [American Correctional Association](#) for their ongoing efforts to serve the public. The NCSO was also featured on [Boston25](#) for the Walpole Zip Trip and in [The Sun Chronicle](#) and [WBZ News Radio](#) for teaming up with a non-profit to offer culinary training to inmates.

**Project STEP** will be featured on [WBZ-TV Mornings](#) with an in-studio performance to promote its upcoming concert with Longwood Symphony Orchestra.

**Plastic Surgery of Southern New England** was seen in [Boston Magazine's](#) July Issue.

Eric Roger's, CEO of **Second Act Cannabis**, was featured on [NBC10](#) and was interviewed for features in Boston Business Journal and Commonwealth Beacon.

[The Lowell Sun](#), [Boston25](#), [Yahoo!](#), [Boston Business Journal](#) and [Western Mass News](#) all featured **Shields Health** for its new AI-enabled MRI machine that cuts exam times in half.



### NEWSMAKER TURNS TWO!

Two years ago, on October 5th, 2022, Jackie announced the launch of Newsmaker Marketing. Since then, we have been working day in and day out with hearts full of gratitude and appreciation, surrounded by an amazing community of clients, colleagues, and supporters who have believed in us and helped us grow from day one.

Over the past two years, we've expanded our team and our client roster, achieving remarkable milestones and telling incredible stories, together. Thank you all for being a part of our story. We're so excited about what's ahead for Newsmaker and our clients and we can't wait to share in more successes and great stories in the years to come!



# Newsmaker Marketing



# Newsmaker on the Scene



Newsmaker at Improv's Stand-up Comedy Class



Arc of the South Shore Summer Soiree



Jackie golfed with Roger Clemens at the Claddaugh Fund Golf Tournament



Video shoot at Czerlonka's new office space



Video shoot with the Babson Beaver



Jackie in Houston to prepare Cyclyx for a national news opportunity



Newsmaker attended the Best of Boston Party



Newsmaker on Improv's Massholes Comedy Trolley



Rachel at the WBZ-TV/MedWell's video shoot



Liam and the JSJ team at the 603 awards event



Video shoot with the John Tobin Presents team at Laugh Boston



Liam in Italy with our client, Eric Czerlonka



Boston Magazine Influencer Event



Michaela at Boston Magazine and Porsche event



Meili Vodka event at ReelHouse Waterfront



Evolus Event with LexRx in Charlestown





### MEET OUR FALL INTERN!



Hi! My name is Sam Nickerson. I'm a senior at Boston University studying public relations and psychology. I am honored to be interning for Newsmaker Marketing this semester! I work for Boston University's department of undergraduate admissions and am an account executive for BU's renowned PRLab. As I take on my senior year, I continue to explore my interests in corporate communications and strategic branding and am hoping to work directly in the field of PR and media relations. I love hiking and anything outdoors. I also love to travel; last semester I studied abroad in Sydney and got the chance to explore Australia and New Zealand. I am super excited for all that I have to learn this semester through this experience and am enjoying working with the entire Newsmaker team!

### WELCOME TO THE NEWSMAKER MARKETING FAMILY:



The Business Continuity Company

# projectSTEP

### SOCIAL MEDIA HIGHLIGHTS

- **Newsmaker Marketing** has reached 11K Instagram followers in 2 years!
- **Czerlonka** has seen a 176% increase in accounts reached since working with Newsmaker!
- **Babson Alumni** has increased its followers by 38% in the past year!
- **Norfolk County Sheriff** saw a 40% increase in accounts reached!

### HAPPY NATIONAL WOMEN'S SMALL BUSINESS MONTH!

Happy National Women's Small Business Month to all our amazing fellow female small business owners! At Newsmaker, we're celebrating the incredible contributions of women entrepreneurs everywhere. Thank you for being an important part of our community and for paving the way for future generations of women in business. Cheers to your success and the empowerment of women!



Aesthetics



LUNCHDATES  
PROFESSIONAL MATCHMAKING



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

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

WE ARE YOUR STORYTELLER. YOUR INFLUENCER. YOUR CONNECTOR.