



JIMMY NEWSON: **THE IMPACT INFLUENCER**

Founder: Jimmy Newson Consulting | Moving Forward Small Business
Senior Advisor: New York Marketing Association



Jimmy Newson is the founder of the consulting firm that bears his name: a business strategy, online marketing, and sales powerhouse for small and medium enterprises.

He has been dubbed **“The Impact Influencer”** for the outstanding results he achieves for his many clients. Jimmy is also the Senior Advisor for the New York Marketing Association, as well as the founder of Moving Forward Small Business, a global effort to leverage the power of technology, innovation and strategy to reduce startup failure and save 1 million businesses by 2050.

Drawing extensively from a successful career in the entertainment industry, Jimmy has successfully adapted his background and skills, as a music and video producer & event organizer, to the business scenario. In true entrepreneurial fashion, Jimmy found out his clients had a big problem that he could solve.

Throughout his work with national brands, such as NARAS (Grammy Awards), People Magazine, AT&T, Microsoft, AOL, New York-Presbyterian Hospital, St. Mary’s Healthcare System for Children, Smart Hustle Magazine, as well as with many small businesses, Jimmy came to an astounding realization: no matter what industry his clients were in (fintech, healthcare, education, e-commerce, music, entertainment, etc.) or what size of business they had (solo entrepreneurs, startups, small and medium enterprises), they didn’t just need him to produce music or video...

They also needed someone to understand the “backstage” technology and set systems in place to fully develop an online marketing and sales strategy to bring in more —and better— leads to increase revenue and, ultimately, profit.

To seize this opportunity, Jimmy obtained certifications and strategic partnerships from prestigious industry leaders such as Google, HubSpot, and SEMRush, and quickly positioned himself as the leading business advisor, expert speaker, and multi-certified inbound marketing and sales consultant that he is today.

Inbound marketing grows your customer base and creates valuable connections because it provides tailor-made content and experiences to meet needs and solve problems.

And that is what Jimmy does. Some call it online sales and marketing, digital content creation, video production, marketing and automation, lead generation, web development, market, and competitive research...

Yes, it’s all that and much more.

The more part is not only the knowledge, expertise, and vision that Jimmy brings to your project, but also the commitment and responsibility of producing the most effective and efficient strategy to skyrocket your profits, selecting the best tools and technology to make it happen, laying down the easiest and most expedient path for you and/or your team to follow, and ensuring an attractive ROI to make your investment

ORGANIZATION AFFILIATIONS

Moving Forward Small Business - Founder

New York Marketing Association - Senior Advisor

New York Public Library/Science and Business Library (Resident Presenter and Supporter)

Start Small Think Big - Associate Board Member

International Business Development Professionals - Board Member and Education Sponsorship Committee Chair

NYC Career & Technical Education/New York Board of Ed Program (CTE) - Business & Finance Committee Member

Futures and Options -

Ongoing Presenter & Supporter

Entrepreneur Leadership Network (Entrepreneur.com) Contributor and Member

Forbes Business Council (Pending Member)

Digital Marketing World Forum - Host and Ongoing Presenter

madconNYC/Reed Exhibits - Ongoing Presenter

SAAS PARTNERSHIPS

SEMrush (6 Million Members Worldwide) - Presenter/Partner

Upcoming Partnership Webinar:

<https://www.semrush.com/webinars/market-analysis-for-smb/>

HubSpot - Agency Sales Partner

FLYWHEEL/WP Engine - Agency Partner

REMO - Ambassador/Agency Partner

ActiveCampaign - Agency Partner

Accessible - Agency Partner

INDUSTRY CERTIFICATIONS

Google (multiple certifications)

SEMrush (multiple certifications)

HubSpot (multiple certifications)

LinkedIn (Recommended ProFinder)

MEDIA MENTION

Forbes: <https://www.forbes.com/sites/elainepofeldt/2020/08/31/looking-to-jumpstart-a-stalled-business-its-all-about-competitive-research/#6a003cedc39e>

FitSmallBusiness: <https://fitsmallbusiness.com/lead-generation-best-practices/>

DataBox: <https://databox.com/how-to-set-your-marketing-goals>

MY ARTICLES

Market Research: <https://www.jimmynewson.com/market-research-step-by-step-guide/>

Competitive Research & Analysis: <https://www.jimmynewson.com/what-is-competitive-research/>

\$10,000 hr Mindset: <https://www.jimmynewson.com/increase-your-unique-selling-proposition-with-the-10000-an-hour-mindset/>

Competitive Pricing: <https://www.jimmynewson.com/competitive-pricing-tools-for-your-products-and-services/>

Entrepreneur - 12 Steps to Starting Your Digital Transformation: <https://www.entrepreneur.com/article/359958>

SLATED EVENTS FOR 2021/2022

Virtual Summits (5)

- The Millionaires Summit (Main summit for 4 quarter of 2021)

- Media and Partnership Summit (Fall 2022)

- The Lead Magnet Virtual Summit (Already Complete-Relaunch in 3rd quarter of 2021): <https://lead-magnet-virtual-summit.heysummit.com/>

- Digital Transformation Summit (2022)

- Profit Producer Summit (2022/2023)

Moving Forward Small Business Media & Workshop Tour (Hybrid Event - 20/30 cities TBD)

- Launching **1st/2nd** quarter of **2022** (Currently in preparation and strategy phase)

- Start to fulfill on the vision of our global effort to leverage the power of **business strategy**, technology, and innovation to reduce startup failure and save 1 million businesses by 2050.

- Special guests from each city

- Workshops and Presentations

Courses & Webinars:

- Competitive Webinar with SEMrush (live ongoing webinar):

- Video Marketing Essentials (Live: Syndicated on various platforms)

- Organic and Local SEO Essentials (Coming in fall 2021)

- Lead Magnet Webinar and Clinic (Current and ongoing)

WEB PROPERTIES

<https://jimmynewson.com>

<https://leadmagnetking.com>

<https://www.movingforwardsmallbusiness.com>

<https://lead-magnet-virtual-summit.heysummit.com/>

TESTIMONIALS

"Obviously the two major traits found in great speakers are: 1) are they knowledgeable in their chosen subject and 2) are they engaging when they speak. Let's start with number one. For my digital marketing event, madconNYC, we needed not only great speakers, but experts in a given digital marketing discipline to provide advice and answer the burning questions of our participants.

Jimmy is so knowledgeable that not only can he speak intelligently on **NUMEROUS** marketing topics, but he really is a true "expert" in different disciplines. His advice is proving to be invaluable to our event customers. Now let's look at number two. Jimmy's delivery, demeanor, and dynamic personality ensure he can a) make the connection with our audience and b) hold their attention. I know many people who have number one OR number two, but not many that embody both. Jimmy does. And I say this from personal experience having worked directly with him. He's so good we asked him to be both an Expert AND a thought-leadership speaker! In short, Jimmy is both the bee's knees AND the cat's pajamas!"

Carlos Rodriguez

Event Director | Bar Convent Brooklyn & madconNYC
Event Tech Director | Reed Exhibitions US

"Jimmy is highly engaging, energetic and extremely knowledgeable across a variety of marketing disciplines. He delivers valuable and actionable content, which is exactly what our organization needs to better help our community of under-resourced entrepreneurs. We are immensely appreciative for Jimmy's support of our organization and the time and expertise he's contributed to help our small businesses. "

Kelly Hunter

Marketing Program Manager
Start Small Think Big, Inc.

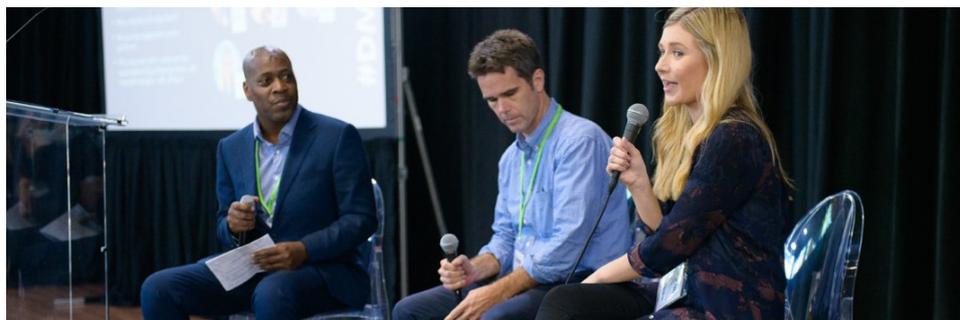
"I have the utmost pleasure working with Jimmy for over two years here at DMWF (Digital Marketing World Forum) – in-person and virtually. A delightful and charismatic speaker with an abundance of marketing knowledge. His sessions are not only delivered in an easily digestible fashion, so the audience is not overwhelmed, his personality is an infection on the stage! Jimmy is always on hand to lend his support and expertise to enhance our delegates' experience at our conferences. We love working with Jimmy and having him speak at DMWF events for years to come."

Rachael Reid

Head of #DMWF
#DMWF World Series

More Testimonials: <https://www.jimmynewson.com/book-jimmy-for-upcoming-event/>

GALLERY



GALLERY

