

Collette McGowan

Stripe Marketing



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Setting up a new business can be a daunting experience for most people but entrepreneurship seems to be in Collette McGowan's blood.

Having established two successful businesses previously, she was not afraid of launching another business using newly acquired skills and experience.

Collette had gained a wealth of digital marketing experience while promoting and marketing her previous business and she decided to put this valuable experience into a new business —Stripe Marketing, which she set up in July 2015.

Based on Main Street in Carrick-on-Shannon, Co. Leitrim, Stripe Marketing's services include: website development, graphic design, print design and digital marketing.

Collette plans to expand the company's offering by adding business presentations, video editing and product photography to its services. She has also developed successful strategies for running effective crowd-funding campaigns for clients. Collette, who employs two other people, is now working on growing her staff and client base further.

Collette credits the ACORNS process with keeping her focussed on networking along with building up her own business network. She enjoyed meeting other women on the same journey as her and still regularly keeps in touch with her fellow participants.

Since taking part in ACORNS, Collette has been accepted onto Phase Two of Enterprise Ireland's New Frontiers programme to develop an idea for a project tracker platform for digital businesses.

Having previously worked as an office manager and an architectural technician, Collette has a flair for organising and managing projects and she is putting this experience into the new platform, which she intends to launch in February 2017.