

Martha Kearns

StoryLab



CONTACT DETAILS

T: + 353 71 930 0942
E: martha@storylab.ie
Twitter: @storylabIRL
www.storylab.ie



As a former journalist and national news editor, storytelling is in Martha Kearns' blood. That's why she put her 20 years of writing and editing experience – as well as her deep knowledge of the media landscape – into creating a new story for herself and her family.

Together with their two small children, Martha and her husband, Ciaran Byrne, left the busy newsrooms of Dublin to move to Sligo with a vision to set up a company that would provide quality content and PR to national media organisations and corporates as well as small business owners.

In July 2014, the pair established StoryLab, a content and PR company. Since then, the company's client list has grown to include organisations such as Independent News & Media, Guinness Storehouse, the National Lottery, Abbott, UCD and IT Sligo as well as many SMEs and start-ups.

StoryLab provides a large range of services from producing supplements for national newspapers and devising internal communications strategies to telling companies' stories on their websites and providing a range of online content.

It also provides PR services to help raise the profile of its clients in the national and international media. What sets StoryLab apart from other PR companies is that its work is rooted in quality journalism and, as former reporters and editors, journalism forms the basis of all the company's strategies.

In her previous role as news editor of The Sunday Business Post, Martha had gathered useful insights into what it took to start a business from the ground up. But her participation on the pilot phase of ACORNS gave her the practical skills – and contacts – to put some of that knowledge into practice.

In 2017, StoryLab was shortlisted for a Bank of Ireland Startup Award in the Service Startup category. The company now employs three full-time and two part-time journalists and its client list continues to grow every week.