

## Margo Mulvihill

*Where Digital Goes*



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**WHERE  
DIGITAL  
GOES**

Having worked in sales and marketing for over 10 years, Margo realised that the whole industry was shifting towards digital. She decided to upskill in social media with a firm focus on digital marketing.

In May 2018, she accepted redundancy and started her own marketing agency – savvysocialmom.com – from her home in Nurney, Co Kildare. She has since rebranded to Where Digital Goes and is still working with her first client – managing their social media campaigns across Europe. Since then various new SMEs across the UK and Ireland have been added to her client list.

With a flair for creativity and a passion for technology, Margo enjoys learning through doing. Over the years she has channelled her creative and entrepreneurial abilities into online businesses. It was the growth of social media, her love for growing online businesses and the desire to build a work life balance, that led her to launch her digital marketing agency.

Being part of ACORNS, Margo was able to receive valuable support and advice from her fellow participants and Lead Entrepreneur during the initial teething problems. She found being surrounded by a group of like-minded, driven individuals especially inspiring.

Where Digital Goes specialises in social media strategy and social media management services. Margo has recently decided to concentrate on B2B and eCommerce clients as they have shown a pressing need to harness digital marketing. She currently works independently and hires other freelance digital mums for client projects.

Being chosen to present on a worldwide virtual platform to the Cisco partner community is one of the highlights for Where Digital Goes and Margo intends on winning more exciting projects as she continues to grow her business.

*Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.*



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine