

## Barbara Marin

*Bright Days Media*



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**Bright Days Media**

Barbara Marin's previous careers as a journalist and in the tourism industry provide the perfect backdrop for her new business – Bright Days Media.

Born in Chile and raised in Sweden, Barbara met and married a Clare man, Kevin Finucane, and settled there 15 years ago, just outside Ennis, with their twin daughters.

In 2019, she set up Bright Days Media, which creates bespoke digital marketing materials. One of the core values of her business is to help customers make the most of what they have already in terms of time, ability and resources. She adapts marketing tools to each business, rather than the other way around.

The business is evolving to adapt to customer needs and now also provides website and graphic design services. It also publishes a digital magazine, Travel Routes Ireland.

Barbara studied journalism in Sweden and worked there in various roles, including as an Executive Editor of a women's magazine. Before settling in Clare, she spent many years travelling the world and studied marketing and PR in Montreal.

She also worked as a Business Analyst and Product Manager for tourism loyalty solutions, working with hotels across Europe. Barbara initially set up her business to create marketing resources for her own Clare holiday home.

She soon found a demand for her services and her background in journalism, digital marketing and the tourism industry, perfectly placed her to create Bright Days Media.

As Covid impacted the tourism industry, Barbara widened her customer base, with the construction and farming sectors particularly strong.

Barbara found the ACORNS experience made her look at her business in a more detached way. Her Lead Entrepreneur and peers helped her workshop her company and she is now rebuilding her business model from a more strategic point of view.

*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