

## Martha Kearns

*StoryLab*



### CONTACT DETAILS

T: + 353 71 9300942  
E: martha@storylab.ie  
www.storylab.ie  
Twitter: @storylabIRL



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, Trinity College Dublin and Enterprise Ireland as well as many SMEs and start-ups.

StoryLab provides a large range of storytelling services from written content such as supplements for national newspapers to internal and external strategic communications services in multiple forms for large corporations. Our other core services include PR, graphic design, branding, social media, videos and podcasts.

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.

StoryLab has five full-time, and one part-time, employees as well as many freelance collaborators and is planning to further grow the team and the business in 2022.

*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