

## Lyndsay Considine

*LC Digital*



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Lyndsay Considine runs LC Digital, a digital marketing and social media consultancy, management and training company, from her home in Drumlish, Co. Longford.

She moved back to her native county in October 2020 after working in the West of Ireland for nearly a decade, first with Galway Bay FM as a senior broadcast journalist and later the Galway Local Enterprise Office (LEO) as a digital marketing and social media manager.

She had long toyed with the idea of setting up her own agency but the transition home provided the grounding needed to finally kick-start the enterprise..

"I do digital marketing and social media management for SMEs and the public sector, in particular LEOs from the likes of Galway, Kildare and Westmeath. The advantage of having worked in an LEO previously, and doing this type of work, is that I understand the different demands, schemes and offerings," she says.

Lyndsay, who also works with the tourism agency Visit Westmeath, credits the ACORNS programme with helping her to restructure her business and to be more selective about the contracts she takes on.

"ACORNS helped me evolve the business to go after more public sector clients. This decision also sets me apart from other marketing agencies in my region who tend to work predominantly with private sector clients. It also made me revamp how I structure my week. Now I'm closer to achieving a better work-life balance, something that doesn't come easy to an entrepreneur with a two-year-old!" she says.

"My revenues are beyond anything I could have imagined when I first started and I'm grateful to ACORNS for making me see the sky really is the limit. The programme has given me the confidence to get to work on registering as a limited company and recruiting freelancers for project work beginning this summer."

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



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