

## Martha Kearns

StoryLab



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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 has grown to six full-time employees and its clients now include organisations such as Mediahuis, Guinness Storehouse, the National Lottery, Abbott, UCD, Trinity College Dublin, Signify Health, Meaghers Pharmacy Group and Enterprise Ireland.

StoryLab provides a large range of storytelling services and has a particular expertise in written content – including producing supplements for national newspapers, internal newsletters for large corporations and website content for companies of all sizes. As former journalists, PR is one of the company's core services but there are now experts in a range of disciplines on the StoryLab team and its offering includes high-quality graphic design, branding, social media, video and podcast services.

In her previous role as news editor of The Sunday Business Post, Martha 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.

*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