

Taralouise McCaughey

Zinc Media Agency



CONTACT DETAILS

T: +353 83 039 0707

E: taralouise@zincmediaagency.com

Instagram: @zincmediaagency

Facebook: ZINC Media Agency

Twitter: @zincmediaagency

www.zincmediaagency.com



Taralouise is a skilled Social Media Marketer, Event Manager, and founder of ZINC Media Agency. She helps businesses find their creative voice through various services and workshops. She has been bringing her clients' ideas into existence since 2013. Spotting a gap in the market in her local area for a service, she held all the skills and experience for inspired Taralouise McCaughey to launch her own business.

Originally from The Wirral, Merseyside, Taralouise moved to Bundoran, Co. Donegal in 2008, where she worked in the hospitality and events industries before setting up ZINC Media Agency.

She works with many Donegal-based clients including Sea Sessions, Bundoran Adventure Park, Mc Eniff Hotel Group, and All Things Fiona Lily. In 2020 she started working with UK-based companies, Eastlife and Bedslife. She now manages both publications in terms of digital and social media accounts.

While Taralouise is well known as a successful entrepreneur in Donegal, she is also known in her area for being a mental health advocate. She is a suicide survivor and incredibly proud of how her hard work over the past few years has helped her to not only to grow as a person but as a mother and a business owner too. While she still lives with depression and anxiety, she has managed to turn her demons into stepping posts. By educating herself on mental health, she has brought hope to others by being at the forefront of some fantastic mental health initiatives in her area and nationally. Taralouise brings this mix of mental health and business support to all her clients, knowing the difficulties business owners face daily.

ZINC Media Agency is a digital marketing agency offering social media marketing, digital online campaigns, event management, workshops, and one-to-one training. Taralouise had experience managing social media accounts while working in the events industry and was getting more requests to manage other businesses' accounts.

Taralouise took part in ACORNS 4 and recently completed ACORNS Plus. She said ACORNS gave her the tools and support to grow her business, put it in front of the right people, and target a broader range of potential customers. She also found that being associated with ACORNS has been very beneficial as more and more companies are aware of the programme. Taralouise works out of her home office space in Bundoran. She plans to offer more online and in-person workshops focusing on short-form video storytelling, grow her client list and get back to event management after COVID.

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