

Abby Mahon

Bee Media



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Abby Mahon had been lending her digital marketing skills to a small business in Kilkenny city when her talent for driving engagement came to the attention of other local firms.

That vote of confidence inspired her in 2021 to set up Bee Media, a one-stop shop for businesses in need of digital media solutions, including social media marketing, graphic design, videography, and website development.

“Our client list ranges from small start-ups to leading corporations in the agrifood sector but we give the same amount of care and attention to each. In just a couple of years we have grown to a staff of four full-time creatives offering a suite of services from our offices in Kilkenny city. It’s been an exciting journey,” says Abby.

She credits the company’s startling rate of growth to Kilkenny city’s role as home to Ireland’s top agrifood businesses, as well as her studies in agriculture for her undergraduate degree.

Abby continues: “To be trusted, and to have our work recognised, by these huge corporations has been so encouraging and it’s given us the confidence to fully exploit this growth stage that we’re in. That means hopefully moving to a bigger office space, take on more staff, and ride the rollercoaster to see where we might end up.”

The Kilkenny native hails ACORNS with providing a safe space to air frustrations, canvass for solutions to problematic issues, and share successes with likeminded female entrepreneurs.

“Being from rural Ireland, it was nice to hear these women open up about the challenges of getting a business up and running in a non-metropolitan part of the country. The peer-to-peer discussion and knowledge exchange was so important and a great inspiration for me. I’d recommend it to anyone,” she says.

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
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Food and the Marine