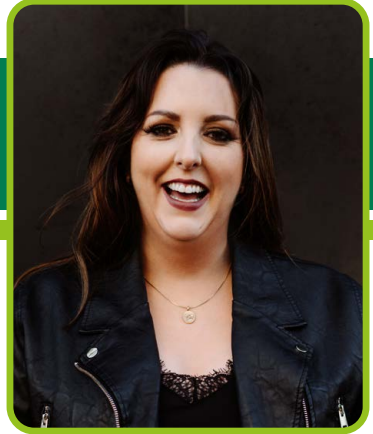


Katie Diffley

Rebel Rising



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Katie Diffley, originally from Dublin and now living in Carrick-on-Shannon, Co Leitrim, since 2000, founded Rebel Rising in March 2022 as a coaching and mentoring business for female founders seeking to enhance their marketing and sales strategies.

However, by September 2023, she had evolved the business into a full-service agency after recognising that many of her clients lacked the time to implement the marketing techniques they were learning.

Katie previously worked as an eCommerce Manager at Dell, leading a team of 16 senior marketing project managers, but left the role in September 2021 to join the New Frontiers programme.

Rebel Rising, her growth marketing agency, focuses on building sales engines using sales psychology and targeted messaging to drive results. While clients still benefit from Katie's consultancy expertise, they now also have the support of a team of eight contractors to execute their marketing plans.

Before pivoting the business, Katie had grown Rebel Rising to six figures in revenue in nine months, and the agency model fared even better – hitting six figures in just six months.

She says she didn't know what to expect when pivoting the business but was boosted by getting her first retainer client within three weeks. Getting the first client so quickly meant having to learn and implement quickly, and the business has grown ever since.

Katie says the most beneficial aspect of the ACORNS programme was the community of women supporting each other in an environment that was all about collaboration and not about competition.

Katie intends to continue growing the agency and to create a digital platform where entrepreneurs can learn and implement their own marketing strategies through guided teaching, providing valuable resources for those who may not have the budget for full agency services.

As the agency grows, Katie intends to hire full-time employees while retaining a core group of expert freelance contractors. These specialists bring deep expertise in their fields, ensuring Rebel Rising continues to deliver exceptional results as it expands its digital offerings.

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