

## Martha Kearns

StoryLab



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**A**s 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 become the largest PR company on the western seaboard.

It now has six full-time employees and a range of freelancers and contributors and its clients include organisations such as Mediahuis, Guinness Storehouse, the National Lottery, Abbott, UCD, Trinity College Dublin, Datavant and Meaghers Pharmacy Group.

As former journalists, PR and written content across a variety of platforms is one of the company's core services but there are experts in a range of disciplines on the StoryLab team and its offering includes high-quality graphic design, branding, social media services, video and podcast services.

StoryMaster is one of StoryLab's newest products – a quality, high-end media training service that is being used to high acclaim by major business leaders in Ireland, the UK and the US.

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.

