

Zoe O'Connell

Zoe O'Connell Consulting



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Brand and marketing consultant Zoe O'Connell set up her business at her home in Barna, Co Galway, when she returned to her native county following 15 years working in Sydney and Dublin.

Zoe spent almost eight years in Australia before returning to Ireland where she worked as Head of Brand Marketing for Irish jewellery brand Chupi in Dublin.

She set up Zoe O'Connell Consulting in August 2023 when she decided the time was right to move home to Galway with her young family.

Zoe has experience in working with a mix of fashion, wellness and lifestyle brands, and she offers a range of services for businesses looking for senior marketing or branding leadership on a fractional basis.

As she is passionate about helping people bring the best out of their brands, Zoe tries to work directly with founders or CEOs to really find out what makes their brand unique and help them to communicate that to the customer.

After creating a website for her new business, Zoe reached out to potential clients and started with one retainer client.

Since then, while still offering retainer services, she has expanded her offering to include providing marketing workshops.

Zoe says the ACORNS programme shifted her mindset around what she could achieve and made her feel more like a businesswoman than a freelance solopreneur. She found it refreshing that the programme participants and their Lead Entrepreneur Geraldine Jones had an ethos of doing business in a fair way and for the greater good while still being ambitious for their businesses to succeed.

Zoe plans to continue to grow the workshop series aspect of her business which she considers to be a great way to reach and support a wider audience of small businesses with her consultancy services.

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