

Helen McNulty

GRIT



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Helen McNulty, who is originally from Co Fermanagh, set up GRIT at her home in Glendalough, Co Wicklow, close to her home in Clara Vale, in February 2024.

A freelance digital marketer, marketing and branding trainer, artist, storyteller and performer, Helen had spent more than 25 years working across marketing and the arts before bringing those strands together in one business.

GRIT is a marketing and story consultancy that helps businesses analyse and audit their marketing, their message and their customers' response to it. It then reshapes the story, structure and channels so businesses can communicate more clearly in a changing world.

Helen was prompted to set up GRIT after seeing businesses spend heavily on marketing strategies that understood the tools, but not always the audience. As a storyteller and performer, she is audience-first, and wanted to help businesses co-create with their communities and make their language more accessible.

The name grew from the idea that the grit in the oyster makes the pearl, reflecting Helen's belief that resilience and clarity can emerge from challenge.

In its first year, GRIT worked on rebrands, website projects, naming work, Irish-language translation and training, and projects relating to Enterprise Ireland programmes. Helen now offers strategy audits, workshops and larger aligned projects, including the full marketing and branding strategy for a new Dublin museum opening later this year.

She says a major milestone was being found by an ideal client through GRIT's own website, proving the company's positioning and digital marketing were working.

Helen says ACORNS gave her peer support, accountability and the space to treat GRIT as her own client. During the programme, she completed a clearer website and six-month plan.

Her future plans include growing GRIT's audit offering and launching a story and poetry letter called A Whirly Drift, which will offer readers a slower, more considered space to think, create and stay connected to what makes them human in an increasingly fast-moving world.

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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