

## Kate Costello

### *Narrator & Co*



#### CONTACT DETAILS

T: +353 86 358 0894  
E: [kate@narratorandco.com](mailto:kate@narratorandco.com)  
[www.narratorandco.com](http://www.narratorandco.com)  
Instagram: @narratorandco

Narrator  
& Co

Galway native Kate Costello set up Narrator & Co in February 2021 after working in full-time digital marketing roles in London. She is now based in Kinvara, Co Galway.

Having grown up with both parents self-employed, Kate says business was part of life at the kitchen table. The decision to start her own company was driven by a desire for more flexibility, particularly post-Covid and while building her family.

Narrator & Co is a brand and creative agency offering fractional support to in-house marketing teams. Depending on the project, Kate plugs in the right creative resources, managing a roster of freelancers in Ireland and the UK.

After working in the luxury sector in London, Kate felt Irish brands could benefit from access to high-quality marketing talent and international expertise. She had also worked in theatre directing and the arts, so narration, storytelling and how brands tell their stories felt central from the beginning.

Since launching, Kate has grown revenue year on year, expanded the brands she works with and built a wider portfolio of freelance collaborators. Narrator & Co has worked with Irish heritage and lifestyle brands including Foxford, Finline Furniture, Colourtrend Paints and Kylemore Abbey.

Kate says a major milestone has been securing retained work, coming on board as a consistent marketing partner for brands as they went through rebranding processes, rather than working only project to project.

She says ACORNS came at the right time as she returned to work after her second maternity leave. The programme allowed her to connect with female business owners facing similar challenges, including working for themselves, paying themselves and others and managing childcare while building enterprises in rural Ireland.

Looking ahead, Kate plans to grow the client roster among Irish lifestyle and heritage brands, and continue giving them access to world-class creative resources at a fractional cost.

***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