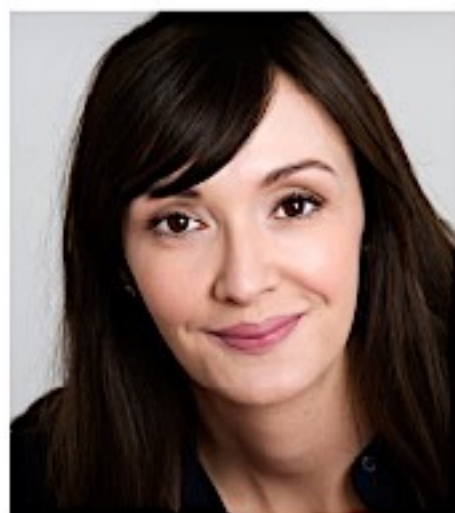


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Mojo Marketing is an marketing agency offering a broad spectrum of marketing services to small and medium sized businesses.

We spoke to founder Clodagh O'Connell to learn more about the business and the range of services it offers.

Founded in 2014, Mojo Marketing provides a 'virtual marketing department' and one of the company's most popular offerings is an 'insourcing' service, whereby works on-site in a client's premises for an agreed number of hours per month.

These clients operate across a wide range of industries, from the arts to distribution, and from online retail to facilities management. Clodagh draws on her vast experience in the corporate landscape to support her clients, as she explains.

"I founded Mojo having previously worked as marketing director in a successful Irish travel company and as head of retail at Nokia Ireland. Most of my working career was spent in the mobile industry, both in sales and distribution and in marketing and brand management which provided me with a broad range of experiences in a variety of fields. This solid business training helps me in dealing

with a diverse range of clients, and of course also gave me the confidence in taking the leap to go it alone.

My role within Mojo is multi-faceted from strategy and business development to key account management and business administration. I also work with a network of trusted external partners who join me on projects which require specific skills such as graphic design and web development."

Moving forward, growth is the core focus for Clodagh as she seeks to build upon her current success. "Over the past three years, our turnover has increased steadily year on year, and as such I would like to continue on this track, and to grow my team to allow me to scale the business. To achieve this a key focus will be growing our team with the right people. I am looking to surround myself with like-minded team members, and perhaps even partners, who are up for taking on the challenges of growing a small business."
