



### Name

Marius Monaghan

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Marius Monaghan is an energetic 25 year old from Fintona in Northern Ireland with a passion for photography, social production and multimedia content creation. His natural creativity is showcased through his TikTok videos which he shares with his almost 200k followers.

During his studies at Ulster Univeristy Marius began to explore his interest in photography and adventuring. The Covid 19 lockdowns allowed him the time and freedom to pursue this interest and he began to slowly grow his social media following.

Upon finishing his degree Marius quickly realized that accountancy wasn't the career for him and he dove right in to the creative sector. Through the growth in his online following Marius was offered opportunities he never could have imagined and now spends his days shooting, adventuring and editing the social content he loves.



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Key piece  
of advice

***“Never compare your  
chapter 1 with someone  
else's chapter 10”***

***Marius Monaghan***



”

*In terms of sustainability social production is pretty low impact*

*Marius Monaghan*

WHAT WAS **THE TRIGGER** FOR YOUR BUSINESS OR ENTREPRENEURIAL IDEA?

Having always had an interest in photography Marius found that when he moved out of home to pursue his studies he had more free time to explore the creative paths he enjoyed. Juggling football, study and his passion for adventuring Marius began to naturally share more on his social media platforms.

As his following grew and he ventured into the world of marketing and social media management. He quickly learned the tricks of the trade and his natural talent for photography and his eagerness to perfect the editing process make him an exciting follow on Instagram and Tik Tok!

Click below to explore his socials



HOW IS YOUR PRODUCT OR SERVICE **INNOVATIVE?** WHAT GAP IN THE MARKETPLACE DOES IT FILL?

Marius doesn't class himself as an "influencer" he prefers to refer to his process of content creation as "social media production".

This is a term which he explains refers to content which is bespoke and tailored perfectly to the brands which he works with.

By creating content that is genuine and fits seamlessly with the company/ brands social presence you can create even more impact and engage consumers in a way which is adding value to both you and your audience!

## WHAT ADVICE DO YOU WISH YOU COULD HAVE ACCESSED WHEN YOU STARTED?



*You don't need expensive equipment to start.*

*Start now, learn the skills before you upgrade your equipment*

Support from other creatives locally, and across Ireland has been key for Marius in finding his footing within the industry. He finds chatting with others in similar freelance fields is really helpful when booking jobs, gauging pricing and looking at longer term partnerships.

Marius has a background in accountancy which he says gave him a good understanding of the financial side of things and how to go about setting up your own business. He would recommend getting in touch with your local enterprise office for information, signposting to grants and further information and support on setting up your freelance business.

His key advice is to learn as you go and “think on your feet”. It’s a fluid sector and you have to be willing to adapt as necessary to different scenarios and opportunities.



## WHERE DO YOU SEE YOURSELF GOING?

Marius works a full time 9-5 marketing job alongside his own adventuring social production business and wants to continue to grow his own business before he gives up his 9-5.

Although this limits his time available, he balances this with the amazing experience he is getting. Through his position he is learning the ins and outs of how a large marketing agency runs and he wants to ensure he soaks up all of the learning before going full time on his own venture! The sky is the limit.

## HOW DOES THE BUSINESS HELP TO ADDRESS REGIONAL CLIMATE CHANGE OR SUSTAINABILITY ISSUES?

“The good thing about photography, videography or social media production is that it is fairly low impact. The biggest concern would probably be travel, fuel within Ireland when travelling to shoots.”

“In terms of locations, this can be something which is potentially sensitive, and its something which I keep on top of for two reasons I don’t want to promote people going to sensitive locations which can be dangerous to access or could potentially harm the area.”

There are a number of locations which Marius loves to visit and hike which he knows would go viral if he shared them online as “best kept secrets”, however Marius feels a sense of responsibility and often has to make a conscious decision not to shoot at those locations or share them online in order to protect the environment and his audience!