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AOIFE FINNEGAN

Curio PR



Prior to emigrating to London in 2008, Aoife Finnegan, from Dundalk, Co Louth, was working in HR and marketing with Douglas Wallace Architects in Dublin while also pursuing a career in acting.

She moved to London to work as an actor but took a role in the PR department of Tourism Ireland, which ultimately shaped her career. There, she worked on media familiarisation trips and promoted Ireland as a leading holiday destination in Great Britain.

After five years in London an opportunity arose in Tourism Ireland’s Sydney office. “So, I moved to Sydney. I went from a busy PR team in London to being the sole PR representative in Australia,” she says.

Aoife returned to Ireland in 2019 and was subsequently approached by Diageo, where she took on a contract role as Brand Manager across Roe & Co, Guinness Open Gate Brewery and Smithwick’s Experience. When the role concluded at the onset of the pandemic, she returned home to Dundalk.

Curio PR was established in 2021, evolving from Aoife’s early involvement in Dundalk’s SEEK Contemporary Urban Arts Festival, where she volunteered to support communications for the event, where her

brother was a founding member. Following successful media coverage, Aoife was asked by her friend, ceramicist Sarah McKenna, to help promote her business. With a background in the arts and a strong interest in working with creatives, this marked a natural progression.

Her work with Sarah led to further opportunities, and Aoife began working with other creative businesses, with her client base growing through word of mouth.

In Dundalk, Aoife immersed herself in the local arts and cultural scene, discovering a vibrant creative community on her doorstep. What began as a series of small projects quickly developed into a business, with Curio PR now supporting clients across the arts, culture and tourism sectors.

Aoife’s tourism expertise led to Curio PR being appointed as PR representative for Visit Louth and Sea Louth, promoting the county to national and international audiences.

Curio PR is enjoying consistent growth in repeat business, particularly from key cultural groups and events in her native county, such as the Louth Contemporary Music Society whose annual festival brings globally renowned musicians to Dundalk each June.

The company has continued to grow year-on-year with clients still approaching her through word of mouth but now on a national level. “Sometimes I don’t know how they heard about Curio because it wasn’t a direct client referral, but it’s great to see that the word is spreading,” she says. “I haven’t really had to go out and promote myself – I’m too busy promoting other people!”

In 2025, Aoife managed PR for the Peace Begins at Home Summit, a global virtual event featuring 27 speakers from 17 countries and over 2,000 participants.

Aoife completed the Back for Business programme in 2024, which provided a strong focus for her business and a valuable peer support network.

She is currently on the Back for Business Further Development programme for entrepreneurs who completed the original programme and now want to bring their business to the next level. “We’ve just started but Paul Duggan has been great as our Lead Entrepreneur and the peer support participants give each other is fantastic,” she says.

Looking ahead, she plans to continue growing Curio PR as a specialist consultancy recognised nationally for its expertise in arts, culture and place-based storytelling.

POSITION

Founder

WHAT WE DO

Curio PR is a bespoke, independent public relations company specialising in the arts, music, culture and tourism sectors.

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