



# Shine a light on Team Pink

Elle Cade, Content Manager

## How long have you worked at Toolbox?

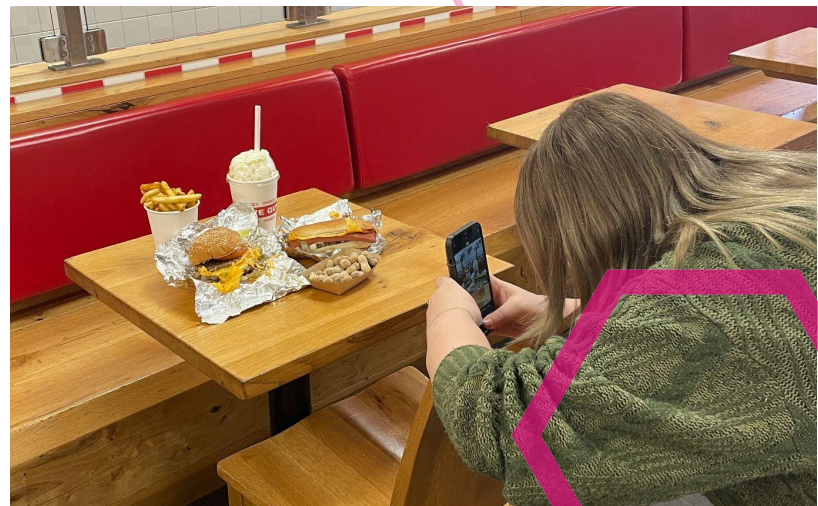
I started in October 2021. Almost 3 years!



## What made you choose a career in placemaking?

I joined Toolbox as my 2nd job after university because I wanted a career where my creativity could shine. Plus, I'm obsessed with shopping and exploring new places, so this job was the perfect fit!

**"I get to create exciting content that inspires people to visit amazing spots all over the country. It's like being a tour guide for everyone's next adventure, and I love it!"**

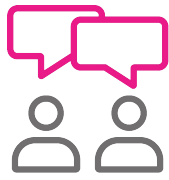


## Tell us about your role and why it is important:

I'm the social media obsessed one at Toolbox! I'm always online (for research purposes, of course) to keep our content fresh and on-trend. From crafting killer social media strategies and creating buzz-worthy posts to showcasing our successes. Plus, I'm the go-to "model" whenever we need to feature someone in our clients' content.

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## What has been your most memorable moment at Toolbox so far?

I've had so many amazing moments at Toolbox over the years, but one of the most memorable (and terrifying) experiences was running a creepy crawly event where I got to hold snakes and tarantulas.

My proudest moment, though, was styling an autumn-winter fashion photoshoot for one of our clients. I had the chance to create six fabulous looks, handpicking each outfit from head to toe and bringing my creative vision to life. Seeing it all come together was incredibly rewarding.



## What's your favourite destination?

It's tough to pick just one favourite destination because I've visited so many amazing places. I recently visited Dubai which set the bar incredibly high with its placemaking. But if I had to choose my favourite retail destination in the UK, it would be Battersea Power Station. I love the unique pop-ups they host and the overall vibe of the area—it's a perfect blend of history and modern redevelopment.



## What fictional place would you like to visit and why?

If I had to pick just one, it would be Stars Hollow from Gilmore Girls, I would just drink coffee and read lots of books like the characters.

## What is your prediction for the next year?

Employees as influencers are already on the rise, and I predict we'll see this trend skyrocket! Companies are increasingly tapping into their teams to create this type of content because it's such a brilliant way for brands to produce relatable, authentic content.

## Which do you prefer to do: Shop, Dine, Watch, Play or Experience

SHOP - obviously! I love clothes.



**“Employees as influencers are already on the rise, and I predict we'll see this trend skyrocket!”**

It's just their team members going about their day-to-day lives, sharing genuine experiences that resonate with audiences.

