



# Shine a light on Team Pink

Jamie Channell, Digital Account Manager

**How long have you worked at Toolbox?**

Two and half years

**What made you choose a career in digital marketing?**

I'm passionate about digital marketing because it blends creativity with strategy to drive real results. It's always evolving, offering endless ways to learn, innovate, and make a difference for clients - helping their businesses grow and connect meaningfully with their communities online.



**“Using digital media to fuel physical campaigns, I help clients see real-world results - connecting online audiences and getting people to our destinations”**



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

My role is to use digital mediums to get people to places! I oversee all things digital at Toolbox Marketing, from database marketing to paid advertising and website management! When I'm not keeping a new website build on track, I am planning & implementing paid media strategies and optimising database marketing for a huge range of clients, from small community shopping centres to entire BIDs. Integrating digital marketing into physical campaigns is another key part of my role, and is something that we have had a lot of success with at Toolbox Marketing in the past couple of years.



**“Seeing the impact of paid media in driving real results for my clients is incredibly rewarding—each campaign brings them closer to their goals and connects them with the right audience.”**



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

There have been so many! From attending industry events, digital marketing conferences and to working on a portfolio of clients up and down the country.

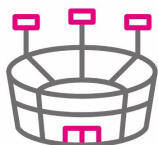
The most memorable moments have been winning new clients for the business after the process of working on the proposal and pitching it to potential clients, it is always rewarding to see your hard work pay off for the business.

I have particularly enjoyed working on an innovative new website that cements Ipswich as the destination of Suffolk and showcases all of the incredible businesses, events, and attractions in the area.



## What's your favourite destination?

As a massive Ipswich Town fan, I would have to say my favourite destination is Portman Road!



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

If I could visit any place, I'd actually start with the real world first! While fictional places are exciting, there are so many amazing real life places to visit around the world. Canada is top of my list, so we'll start there!

## What is your prediction for the next year?

Next year, I predict that AI will continue to enhance digital marketing's impact on physical destinations. With smarter targeting, personalised experiences, and data-driven insights, businesses will leverage AI to attract and engage audiences online, ultimately driving footfall and encouraging deeper connections within their communities.



**"The real power of artificial intelligence is in amplifying human potential and creating connections that wouldn't have been possible otherwise."**

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

PLAY - who doesn't love a bit of crazy golf?

