



Shine a light on Team Pink

Charlotte Russell, Account Manager

How long have you worked at Toolbox?

Just over 3 years



What made you choose a career in placemaking?

I chose a career in placemaking because I love creating spaces where people feel welcome and connected. It's rewarding to help turn shopping centres and public areas into places where communities can come together, enjoy events, and make memories. Every project is different, and I enjoy the challenge of finding new ways to bring people in and make each place feel special.

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Tell us about your role and why it is important:

As an Account Manager, my role is to plan and manage marketing campaigns that help shopping centres and retail spaces connect with their communities and drive footfall. I work closely with clients to understand their goals, create engaging events and promotions, and ensure everything runs smoothly from start to finish. My role is important because it helps bring life to retail spaces, supports local businesses, and creates positive experiences for shoppers, ultimately helping centres thrive in a competitive market.



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

One of my most memorable moments at Toolbox so far has been seeing some of our campaigns shortlisted for industry awards. A standout was the Win a Shop campaign at Longton Exchange Shopping Centre. It was incredibly rewarding to work on a project that not only supported local entrepreneurs but also brought fresh energy to the centre. Seeing the positive impact it had on both the community and the client, and then having it recognised within the industry, was a real highlight for me.



What's your favourite destination?

My favourite places are definitely the shopping centres I work with. They're not just about shopping—they're community hubs where people come together for events, family fun, and local causes. Plus, as someone who loves to shop, I can never resist browsing the stores too!



What fictional place would you like to visit and why?

I'd love to stay in Stars Hollow from Gilmore Girls. It's the perfect small town with a close-knit community, charming streets, quirky traditions, and endless coffee at Luke's Diner. The town's festivals, town meetings, and cozy atmosphere make it feel like the kind of place where everyone knows your name and there's always something fun happening.

What is your prediction for the next year?

I think the next year in the retail sector will focus heavily on creating more engaging, experience-led spaces. Shoppers are looking for more than just products. They want events, workshops, and interactive moments that make visiting a centre memorable.

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Which do you prefer to do:

Shop, Dine, Watch, Play or Experience

Can I pick two? Shop and Dine for sure! There's something about combining a bit of retail therapy with delicious food that makes for the perfect day out!



Sustainability will also continue to play a big role, with more retailers pushing eco-friendly products and practices. Plus, the blend of digital and in-person shopping will keep growing, with loyalty schemes, QR codes, and social media playing a bigger part in how customers shop and interact with brands.