



# Shine a light on Team Pink

Zara Higginson, Account Manager

## How long have you worked at Toolbox?

Just over 2.5 years!



## What made you choose a career in placemaking?

To be honest, I was looking to escape the Automotive industry as I was after a better work life balance! Placemaking wasn't a term I'd come across prior to working at Toolbox. But I have quickly developed a love for it.

I've found that I really enjoy working on campaigns which have the community at the heart of them. Whether that's running pop up shops to support our communities during tough times or supporting various charity partners. I feel a great sense of pride for everything we do for our local communities.



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

As an Account Manager, I work collaboratively with my clients to develop meaningful strategies which drive people to their places.

I oversee all campaigns from start to finish, ensuring that everything runs smoothly along the way. I love working together with the team at Toolbox to create impactful campaigns in both the physical and the digital world!



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

There have been so many memorable moments at Toolbox for me. However, a real stand out moment has to be the SCEPTRE Awards.

It's always a great way to spend time with clients and celebrate their successes!

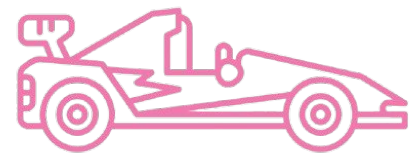
## Which do you prefer to do:

**Shop, Dine, Watch, Play or Experience**

DINE for sure! It's a great way to spend quality time with friends and family whilst switching off from the world.



**"I love working together with the team at Toolbox to create impactful campaigns in both the physical and the digital world!"**



### What's your favourite destination?

For me, it has to be a race track! Whether it's visiting a car show, or watching motorsport I'm happiest around cars. If I had to pick a particular track, it would be Spa Francorchamps.

When I'm not at the track, you'll find me supporting independent coffee shops and having brunch with friends!



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

Whilst the idea of visiting a fictional place is appealing to many, I have too long a list of real life destinations which I would like to visit!



### What is your prediction for the next year?

With costs continually rising and consumers spending more on essential food items, I think over the next year there is going to be a shift towards more conscious shopping choices. Whether that's consumers opting for more affordable products, or shopping pre-loved clothing on Vinted!

With this in mind, consumer spending will probably reduce, and shoppers will likely be on the lookout for a range of free events which will entertain all of the family. For the foreseeable future, I predict that the community will be at the heart of everything we do.



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