

Prior to joining the business, Toni worked for an architectural practice, specialising in community engagement. Her role involved planning workshops, consultations, and exhibitions for several residential projects.



BA (Hons) Marketing and Digital Communications – University of Hertfordshire

Toni joined Communications Potential in December 2021 as a Communications Executive. Prior to joining the business, Toni worked for an architectural practice, specialising in community engagement. Her role involved planning workshops, consultations, and exhibitions for several residential projects.

In addition to her private sector experience, Toni has freelanced for a national charity, whose work focuses on enabling collaboration between people and organisations to improve the design of buildings, open spaces, homes, and neighbourhoods.

Whilst studying Marketing and Digital Communications, Toni enjoyed specialising in data analysis and understanding consumers, which have both proved to be particularly useful in better understanding the needs of communities, and reviewing data collected during public consultations.

Toni is a wellbeing advocate and is particularly passionate about breaking down stigmas and encouraging people to prioritise their mental health. In her spare time, Toni can be found researching mental health symptoms, causes and coping mechanisms, attending mental health and wellbeing events, and listening to ASMR on YouTube to support her own wellbeing. Toni is also passionate about sustainability and enjoys repurposing her old clothes to lessen her contribution to overconsumption.

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