

## hot jobs

### **Business analyst, to \$95k**

Are you looking for the opportunity to join one of Australia's largest consumer finance organisations? Do you have 3-5 years of experience with VisionPLUS and 2-3 years as a business analyst? If so, don't delay! See QPL.

### **Commercial relationship manager, CBD location, \$90k-\$120k**

Do you have at least two years' relationship management experience in deal sizes above \$5-10m? Do you count cash flow and balance sheet lending as your speciality? A red hot, varied portfolio is waiting for you with great support staff. Name your salary and be assured a work/life balance. See QPL.

### **Superannuation consultant, \$100k, leading Australia-based company**

Our client is looking for solid technical superannuation experts for a range of roles within their super consulting area. This outstanding organisation is looking for your technical skills, teamed with solid client skills. See QPL.

## career profile

### **Jodi Storey, 41, designer**

#### **What does your job entail?**

I have my own business called Ella Cooper Design Australia. I offer a variety of design services for clients including artistic designs for surfaces, graphic designs (for example, logos) and website design. I have also had my own range of paper products including gift cards and gift wrap, which was sold nationally.

#### **How did you become involved in this industry and this company?**

I set up the business, following my graduation from the International School of Colour and Design, with a fellow graduate. After launching our own range of paper products, it gave me an incredible insight into the giftware and paper products industries.

#### **What is the biggest challenge working in this industry?**

The biggest challenge working within the paper products industry was the competition. There are so many internationals in the marketplace that it makes it difficult for the small local guys like myself to compete.

#### **What is your greatest career achievement to date?**

Launching my own range of paper products.

#### **What is the greatest misconception of people working in this industry?**

That it is just about designing artwork for cards. There's so much more involved with things such as

research and development, manufacturing, marketing and sales.

#### **What skills and educational background does it take to work in this field?**

The International School of Colour and Design provided me with the necessary skills and confidence to pursue my creative goals. To work in the paper products field, you need to look at what's on offer in the marketplace and try and develop a unique range that will have large appeal.

#### **Which area of this industry is currently growing the most and why?**

I have now sold the Ella Cooper range to a distribution company and I am focussing on designing for others these days, so I'm not up to date with which areas of the industry are growing. I suspect it would be funky gift bags and boxes, which I am seeing more and more of.

#### **Where do you see this industry going within the next 12 months?**

Plenty of growth, with an ever-evolving range of up-to-the-minute designs applied to paper products. Designs on paper products have to connect with the consumer by being fashionable and being able to express a particular mood they are trying to convey when giving gifts to others.

#### **What is the best advice you've ever been given?**

Success is what occurs when opportunity meets preparation.

