



VERONICA:
DEPUTY ART
DIRECTOR

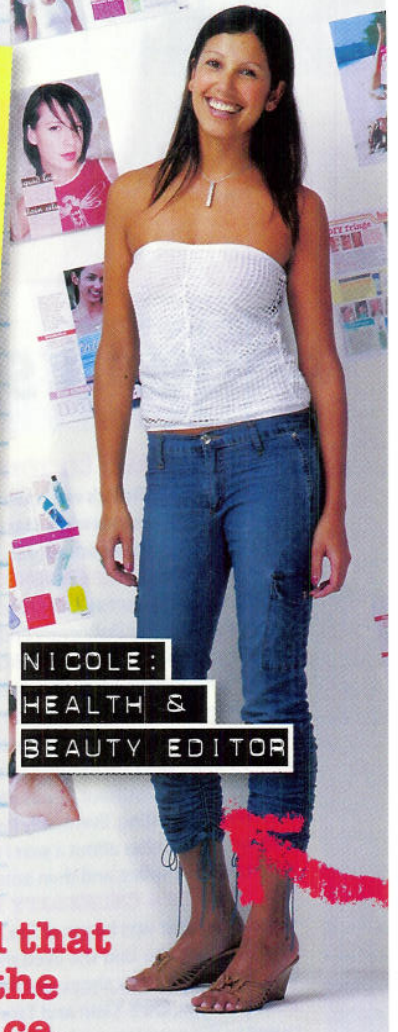
“Art is my passion”

Working in the *Dolly* art department means mixing a love of design with a passion for celeb gossip. Meet Veronica King, *Dolly*'s deputy art director.

What does your typical day involve? I design page layouts and oversee photo shoots, which include people from our real-life stories, Big Issues and My Stories. I choose the pics to be used from the photographer's proof sheets, and then order the prints. I like designing the fashion pages best.

How did you end up at *Dolly*? After high school I did a one-year design fundamentals course at Enmore Design Centre, then a two-year associate diploma in graphic design. After college, I got my first job at a design studio. It was a boring job and all I did was lay out words for things like company newsletters. After a month they let me go, because I was crap on the computer.

I'd always wanted to work in magazines, so when a friend who was a designer at *New Woman* decided to leave, he set up an interview for me. I got the job and was there for two and a half years. I then moved to London to work on *InStyle* with my former art director. I was there for a year and didn't really like London, so I came back to Sydney and freelanced at *New Woman*, *Girlfriend* and *Cleo*. My CV ended up at *Dolly*, and *Dolly* ed Virginia phoned me for an interview. I got the job, and started as deputy art director in June 2002."



NICOLE:
HEALTH &
BEAUTY EDITOR

A quick survey of the *Dolly* office revealed that 50% of *Dolly* staffers got their first job in the magazine industry through work experience.

“Help, I want to buy everything”

Ever wondered where the ads for clothes and make-up in the magazine come from? Carla Foley, an account manager in *Dolly*'s advertising team, tells what she loves about her job.

HOW I STARTED

"I did a Bachelor Of Media degree at Macquarie University, and then a post-graduate certificate in Commerce And Media Sales at the University of NSW. While doing my graduate certificate I was introduced to contacts at ACP (the company that publishes *Dolly*), and that's how I got my first job at *Harper's Bazaar* as an account manager. I was there for 17 months before getting the job on *Dolly*."

BEST BITS

- "I meet lots of people; my job's all about talking to people, getting to know their business and coming back to them with concepts to help grow it."
- "I love the fact that *Dolly* reaches so many teenage girls, plus all the letters we get from them every month."
- "A big bonus is getting free beauty products, CDs and DVDs."
- "It's fantastic being on top of what's happening in the entertainment industry – especially being the first to know what Justin Timberlake's doing! It's opened up a whole new world to me."

WORST BITS

- "Wanting to buy everything in the magazine."



CARLA:
ACCOUNT MANAGER