



Persona: The Job Hopper - Niki Travers



Demographics:

34 years old, Female, Married, No Kids, Gig Harbor, WA

Education: BA in Psychology, MA in Communications

Job Title: Senior Publicist and junior partner at a boutique public relations firm

Computer/Internet Experience: Nicki is very comfortable on the computer. She uses a soft-phone on her Windows laptop and numerous IM clients for communication throughout the work-day. She is a power-user of Microsoft Outlook and has an elaborate system of filtering emails so that no detail gets lost. She syncs her calendar and contacts with her Blackberry so that she always has this information when on the go. She has done a great deal of research online

and is familiar with blogs and wikis. Still, Nicki prefers old fashioned communication methods (phone and in person) in her personal life and rarely uses the computer at home.

Typical Day: Nicki has numerous clients including authors, professors/expert lecturers, models, musicians, and corporate executives. She spends the majority of her day on the phone, utilizing her vast network and contacts to arrange and oversee public appearances for her clients on talk shows, radio interviews, book signing events, industry conferences, etc. She also tracks the press received by her clients on tv, radio, print, and internet sites/forums and develops strategies for improving their public image and correcting inaccurate information. Nicki travels frequently to accompany certain clients to various pr events.

Previous Job experience: Executive Assistant, Promotions Coordinator at a radio station, Public Relations at Microsoft

Skills and interests: Nicki is an aspiring writer, and spends much free-time blogging and writing free-lance articles (several of which have been published). She also enjoys acting and has performed in community theater (though the demands of her job prevent this from happening often).

How has she found jobs in the past?: Nicki is one of those people who seems to know everybody and is a natural at self-marketing. Most of her jobs, therefore, have been obtained through friends or acquaintances.

PREDICTED APPLICATION USAGE

Goal in using application: Nicki and her husband want to start a family, but Nicki's very busy and high profile job don't seem conducive to the kind of flexibility she would need to manage a career and child. Nicki loves her work and doesn't want to give up her career, but is realizing that she will never be able to balance the hours required to become a partner at her current firm with the demands of motherhood. Nicki is therefore, looking for a new job that will achieve a better work/life balance. She is considering taking her considerable experience to a non-profit or arts organization. Nicki has no shortage of contacts and regularly receives calls and offers from head-hunters but has little knowledge and contacts within the non-profit and arts community. She knows she will have to take a pay cut were she to take such a job, but she doesn't have any idea how much money she can reasonably ask for.

Top tasks within the application: