

Ellie Malcolm's Grace Hopper Celebration Attendance Rationale

Finding an academic and career path that suited my interests at Syracuse University was not something that came easy to me. It wasn't until my sophomore year when I transferred into the S. I. Newhouse School of Public Communications to pursue Advertising that I began to find my place. Once I began my classes in the Newhouse school, I wanted to broaden my skill set so I picked up a few minors, one of which is the Information Management & Technology minor in the School of Information Studies, or the iSchool. Seeing the diverse array of classes I could pursue to fulfill the necessary requirements, I stumbled upon an introductory class for front-end web development and thought it sounded interesting. This class not only ended up being one of my favorite classes at Syracuse University, but the skills I have learned have also helped me have a more wholistic skill set in my professional career and is a huge reason why I landed an internship that has lasted me an entire year. Thanks to my experience with web development, which I am still pursuing through a secondary iSchool front-end web development class, I now intern at one of the leading home and fine fragrance brands. In this position, I assist in various digital team needs to ensure that site aesthetics and interactions are consistently optimized, as well as other tasks.

Being a student in the iSchool gave me the ability to take on skills I never would have otherwise learned while in college. I was able to learn a new language (HTML), create all sorts of projects and websites, and understand the complexity that comes with creating and modifying the digital landscape. Getting to see and be a small part in how women are taking up more space within this industry is nothing short of inspiring, and a lot of my thanks goes to my Professor, Laurie Ferger. Her classes as well as her attitude have guided me into seeing how impressive, smart and steadfast women have become in the technological field. I would love the chance to meet more women within this field at the Grace Hopper Celebration, an event that continues the legacy of female impact in tech. I would love to take advantage of the insightful talks given at the conference, the insight I could gain from mentors and industry professionals and be able to further expand my knowledge of industry trends, successes, failures, and where tech is headed. Seeing the diverse array of female leaders, powerful companies and various events that go on, I have no doubt that I would be consistently taking in a plethora of knowledge and networking that I would hope to benefit from. I would be honored to represent Syracuse University at this event and to be given the chance to further navigate how I can hopefully make my own impact.