WRITING AND DIGITAL COMMUNICATION
MASTER'S DEGREE
FINAL ESSAY
By Jayne Gillis, MA Candidate
September 13, 2019

The Writing and Digital Communication Master's degree at Agnes Scott College has been a game changer for me. After devoting several years to a profession in the communication field--one in which I carefully strategized and planned by experiencing myriad of industries and sectors in profit vs. mission driven, etc.--I was dismayed when I reentered the workforce and found my traditional communication experience had become a commodity.

The timing of Agnes Scott reaching out to me via LinkedIn (how ironic) to be a potential student in the founding Writing and Digital Communication class was pivotal. After spending three years unsuccessful in an extensive job search, I had decided to switch to a position in the medical field. Agnes Scott now provided the hope that I could salvage my career through an update of my skills in the digital landscape.

When I began the program in fall 2018, my perception of digital marketing was one based in misunderstanding, ignorance, and resentment. Digital marketing had sneaked up on me and taken away what had set me apart; my pride, and most of all my livelihood. I was a single mom with the choice of switching to both lesser paying (albeit minimum wage working poverty) or lesser rewarding work options, or both.

Once I started the fall semester, especially in WDC Transmedia Storytelling and WDC Visual Thinking Digital Design, I realized how much I needed to learn, but I was still skeptical and unsure what digital marketing even was and whether it was just millennial hype.

Spring semester of 2019 was a transformational time when the classroom and real world came together. My semester line up of classes: WDC Developing Content for Social Media, WDC Web Writing and Editing, WDC Internship, and WDC Digital Journalism all brought my future career options full circle with my new digital knowledge.

Once I started my WDC Internship at Lost World Adventures, a local Decatur luxury niche travel company, I was thrilled to be able to finally gain digital experience and have the necessary skills, working knowledge, and writing samples I so desperately needed to accompany a resume and job application for digital and content marketing positions. Without Agnes Scott and my student status, I would not have been able to secure an internship. I consider this single opportunity to this day one of the most valuable experiences as a graduate student.

My summer session I and II classes continued to be inestimable learning experiences. Digital Portfolio Design, Solutions Journalism, Grant Writing, and Project Management left me with an extremely valuable website I developed in WordPress, LinkedIn certificates, journalistic writing samples, a grant proposal, and a project charter—all impactful writing and recently sought after work-related samples to accompany my newly acquired knowledge.

In one year, I am truly experiencing the fruits of my Master's degree labor. I have had several interviews based on either my job search efforts or the efforts of recruiters reaching out to me. My skills are fresh and in demand. It is notable that whether I have digital experience from a travel company or another industry, it does not matter. The digital skills themselves are what matters. I find myself in a position I was for the bulk of my career and I am grateful to have salvaged my career in communications by building to it skills and knowledge in digital marketing and communications. Peace out.