

# Placement Report

Master in

Digital

Marketing

2020 Graduates

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# Introduction

At IE University, the mission of our IE Talent & Careers team is to help students find their place in the professional world. By staying on top of the latest industry trends and collaborating with world-leading employers, we help our alumni stand out in a highly competitive labor market.

Each year, we take great pride in showcasing their professional accomplishments. This year is no exception, as we share insights on the various career paths of some of the Master in Digital Marketing Class of 2020. Against a challenging economic backdrop, our global recruiting outreach has proven effective at providing opportunities for candidates who have a broad understanding of today's business trends and landscape. Through hands-on learning, they have gained specialized knowledge and become digital marketing experts.

Today's business landscape is changing rapidly, with digital transformation at the forefront of that evolution. In an uncertain environment, organizations need to adapt quickly to new trends, solidify their brand reputation and forge lasting connections.

That's why digital marketing professionals are in demand worldwide. They are key players in a company's success, trained to understand the behavior of today's digital consumer. With their ability to glean insights from analytics and define comprehensive strategies to optimize customer engagement, graduates from this program are equipped for success in the digital sphere.

A high percentage of our students have found jobs—95% of them within six months of graduation. With 30% of our students working in consulting and over 20% in technology, many are active in big-name companies such as KPMG, Bulgari and McCann. What's more, with entrepreneurship being one of IE University's main values, many of our students have gone on to start their own companies after finishing their program.

Much of this success can be directly attributed to our program's world-class faculty, niche specialization options, practical approach and network-expanding trips. A particular highlight was the Employability in Finance program, organized by the IE Talent & Careers team, which facilitated placements in top investment banking and asset management firms.

These graduates follow in the footsteps of those who make up IE University's impressive global network of over 65,000 alumni. Based in more than 100 countries around the globe, our alumni hold high-level positions in varying industries and leading organizations within the public, private and non-profit sector.

**Eva Valbuena**  
Head of Talent & Careers IE University



## Nada Halaoui Master in Digital Marketing

**Nationality**  
Lebanese

**Current Position**  
Enterprise Business Development  
at Amazon Web Services (AWS)

**Position before the program**  
Junior Account Manager-Aldo

### Moved From Canada to Spain



**My time at IE changed completely my perspective of what I wanted to achieve in my career. I went in with the goal of doing Digital Marketing and ended up pursuing a career in Tech. Always keep your mind open.**



# 2020 Graduates' Profile

# 33

TOTAL NUMBER OF STUDENTS

# 24

AVERAGE AGE

# 2

YEARS AVERAGE WORK EXPERIENCE

# 15

NUMBER OF NATIONALITIES

## GENDER

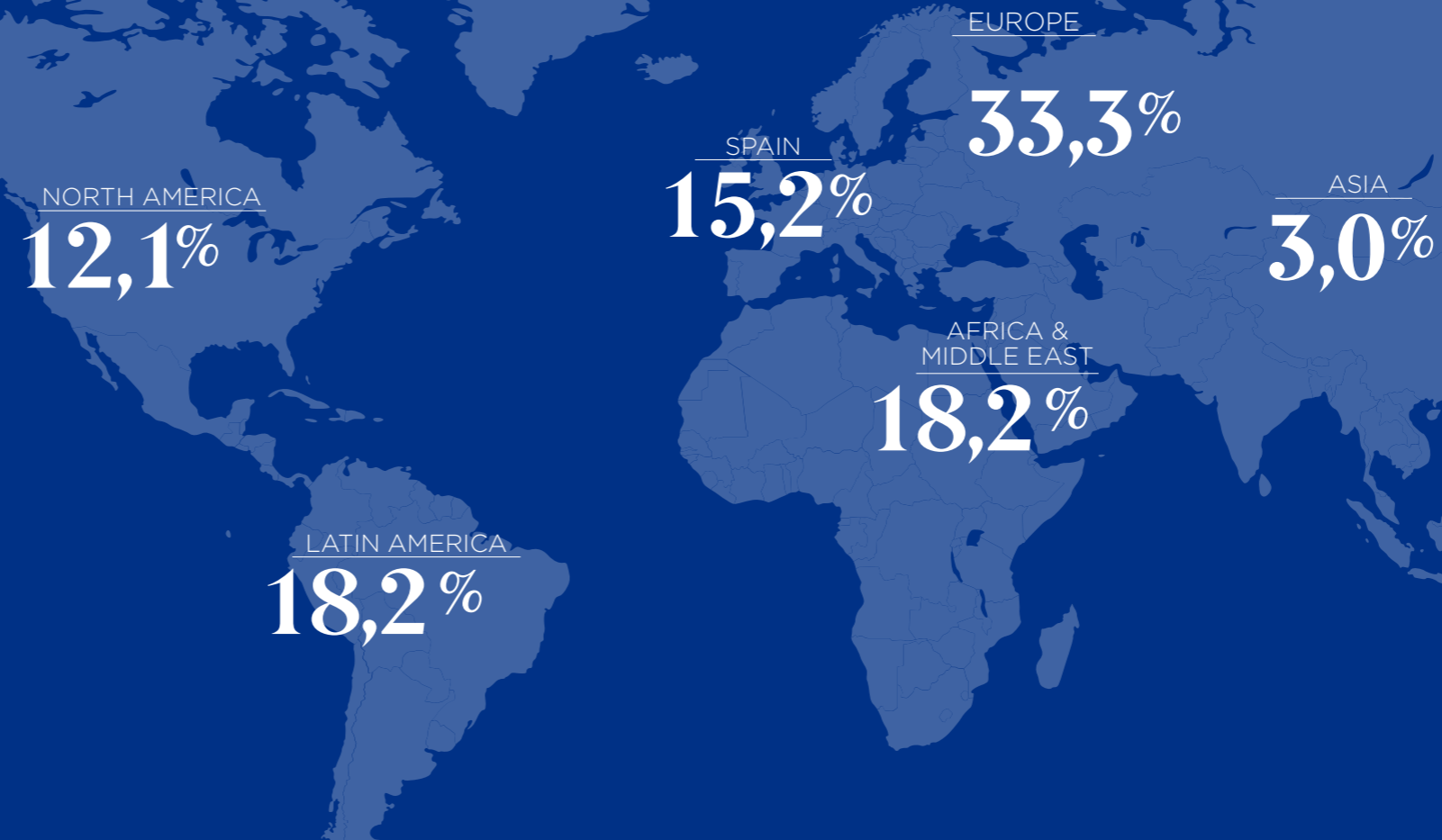
# 40%

MALE

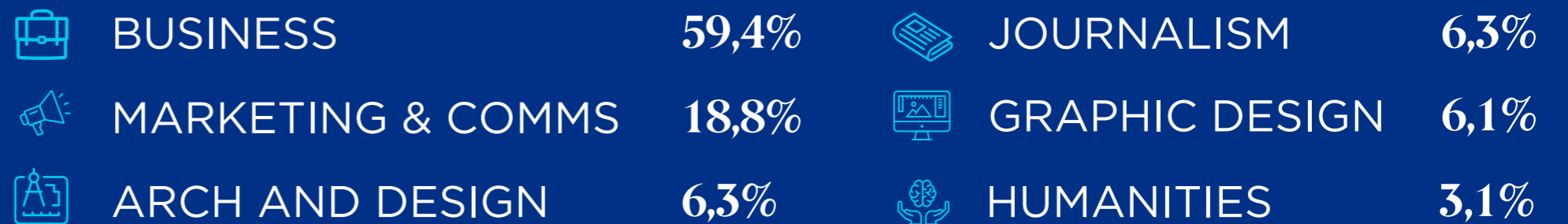
# 60%

FEMALE

## Nationalities & Regions



## Academic Background



# Where our students were working before starting the program

## Industry / Sector

Professional Background	% of students	Professional Background	% of students
Marketing/Advertisement/Communication	13%	Industrial Products	3%
Consumer products & Retail	11%	Luxury Goods	3%
Other	11%	Sports	2%
Banking/Insurance/Financial Services	8%	Real Estate/Construction	2%
Consulting	8%	Technology/Telecommunications	2%
Media/Entertainment	6%	Legal Services	2%
Government/NGO	6%	Transport/Logistics	2%
Healthcare	6%	Automotive	2%
Tourism & Hospitality	5%		
Fashion	5%		
Education	3%		



# Companies represented in class



# Where our graduates are working now

Sector	% of Alumni
Consulting	30,4%
Technology	21,7%
Consumer Products & Retail	17,3%
Other	13,0%
Education	13,0%
Media/Entertainment	4,3%

Function	% of Alumni
Marketing-Brand Marketing	69,5%
Business Development	8,7%
Consulting	4,3%
Academic	4,3%
Information Systems & Technology	4,3%
Finance & Markets Research	4,3%
Other	4,3%

## Region



**Caterina Sofía Viqueira**  
Master in Digital Marketing

**Nationality**  
Argentinian

**Current Position**  
CX Management at Telefónica

**Position before the program**  
Global B2B Melia Hotels

During my experience at IE, I had the opportunity to rediscover myself and what I am passionate about. Besides the academic experience, being working hand in hand with great professionals from different backgrounds encourage me to make a big change on my career. The master in Digital Marketing not only empowered me to jump into new roles and industries but also got me involved in bigger projects that had a huge technological and social impact, something that I was always aiming for.

# Top Hiring Companies

cleever

CARBON  
EVALUATIONS

BVLGARI

McCANN

G!

KPMG

INTO  
JUMP REALITY

WESTWING

L'ORÉAL

Job seekers who received a job offer  
within 6 months after graduation

95,6%

## Job Role Titles

Business Development Manager

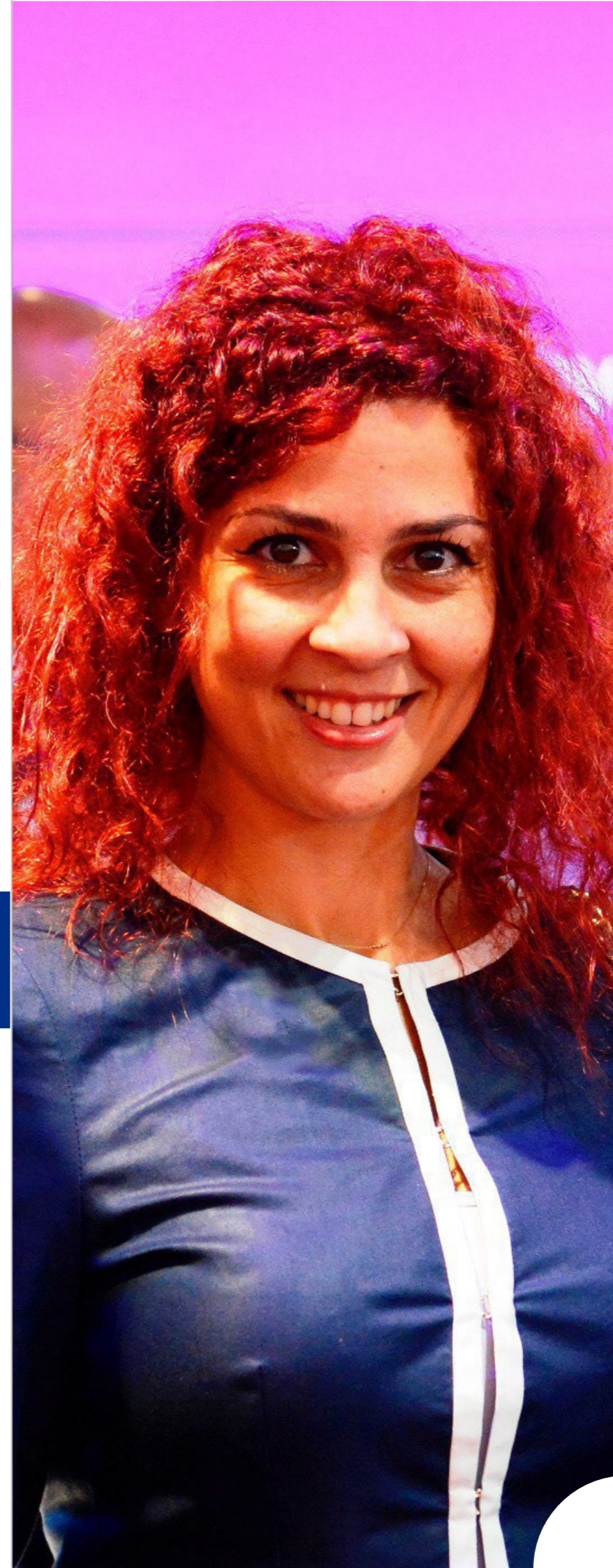
Digital Marketing Specialist

Consultant Digital Communications

Product Marketing

Product Manager

Brand Marketing Consultant



## Hayfa Salman

### Master in Digital Marketing

**Nationality**  
Lebanese

**Current Position**  
Regional Marketing Manager at  
Terumo Europe

**Current Location**  
United Arab Emirates

With digital disruption taking over many industries, there's a huge need for passionate, ethical, and creative marketers, who are ready to learn the rules so they can break them like pros. Don't be afraid to be the future leaders while embracing and maximizing your present opportunities.

# YOUR SUCCESS, OUR PURPOSE

IE University is considered one of the world's leading universities by international journals such as Bloomberg Businessweek, Financial Times, The Economist, and The Wall Street Journal, and by international companies actively recruiting our graduates. By studying at IE University, students graduate with a brand recognized for its excellence among recruiters.

## WE'RE HERE TO HELP YOU KICK START YOUR CAREER

Our Talent & Careers Department's mission is to guide and empower our community of students and alumni in their career journey.

Our growing team works closely with more than 1,800 international recruiters, with the constant aim to match and connect directly the right talent with the right need.

IE Talent & Careers makes a two-fold commitment: with students and with companies.

## OUR EVENTS

The incredible variety of our events allows students to engage with companies at a whole other level. In 2021, we hosted more than 180 virtual and physical events with recruiting partners.

- Talent Forums
- Company Presentations
- Interviews and Assessment Centers
- Business Competitions
- Panels
- Workshops
- Conferences
- Networking activities with IE clubs
- Webinars
- Livestreams



# 1,800

RECRUITING PARTNERS

# 5,600

JOB OPPORTUNITIES

## MAKE THE MOST OF IT

During your time at IE, you will meet with us throughout career education workshops and events, designed to help students land the job of their dreams.

Reach out to our dedicated Careers Team and we will assist you in defining your very own career strategy via personalized career advising sessions.

On the IE Career Portal, find a curated collection of resources and access exclusive job offers.

IE's bi-annual Talent Forum is the largest of our recruiting events. All attending companies are actively recruiting for positions matching IE profiles.

## VISITING COMPANIES

In the academic year 2019/2020 we welcomed +190 recruiting partners on our on-campus facilities, including:

### TECH



### FINANCE



### CONSULTING



### PHARMA



### FMCG / LUXURY / RETAIL



### INDUSTRIAL / ENERGY



### INTERNATIONAL DEVELOPMENT



### REAL ESTATE / ARCHITECTURE AND DESIGN





# IE FOR LIFE

## Belonging to IE alumni comes with essential benefits

IE benefits continue on for life; as an IE alumni, you are an integral part of our family and we are here to help guide you at every stage of your professional journey. IE for Life is a suite of benefits designed to give back to our alumni community with exclusive ongoing education, career and networking resources.

### Discover and connect to IE alumni around the world

- Search our online Alumni directory
- Join more than 60 clubs worldwide

### Take advantage of the following career services

- Career advising at IE, included up to two years after graduation
- Lifetime access to IE's Career Portal, over 7,000 positions posted annually and leadership skills resources

### Loyalty discounts just for you

- on further studies at IE of up to 25%
- on purchases at the official IE Store (15%)
- on third party services (Spain, Italy, Portugal, Greece, Mexico) <https://benefits.ie.edu/>

### Keep learning with us:

- Access to webinars and research insights



## Enhance your alumni benefits



### ALUMNI PLUS

1-hour Executive Career coaching (online or face-to-face) and Career webinars.

Up to 40 lectures (online or face-to-face) with prominent IE professors.

Online subscription to El País, Expansión, El Mundo and the Wall Street Journal (valued at € 750).

Speed-networking events and preferential pricing to IE Alumni flagship events.

\*Included during 2 years upon graduation.



### CAREER BOOSTER

Premium access to Korn Ferry Advance platform with:

- unlimited, personalized 1-to-1 coaching sessions.
- resume parsing analysis to see how recruiters process your resume.
- AI-based interview preparation app.

Premium access to GeniusMesh, a confidential Executive MBA talent network of 20 top business schools and unpublished leadership roles.

\*Alumni Plus Membership required.



### LIFELONG LEARNING BOOSTER

Access to one Executive Education short program or one High Impact Online Program (list price up to €4,000).

50% scholarship for a second program or Executive Summer School.

\*Alumni Plus Membership required.

# International Offices

## IE INTERNATIONAL DEVELOPMENT: BUILDING COMMUNITY AND NETWORKING AROUND THE WORLD

Based in 30+ offices worldwide, our 150-strong recruitment staff search far and wide for top international talent. This begins a life-long relationship that lasts even after graduation. With over 5,000 events per year in more than 100 countries, our International Development team provides support to our candidates, students and alumni.



Attend one  
of our events

## CLOSE TO YOU, CLOSE TO COMPANIES

Close relationships with leading global companies and start-ups place us in the heart of corporate and entrepreneurial ecosystems. Join over 1,000 career-focused events, including industry-oriented conversations with IE experts, or take part in career fairs organized alongside IE Talent and Careers. Beyond the events, you can connect with top alumni or tap into local entrepreneurial ecosystems in your region, all the while benefiting from expert research on the future of the workplace.

## EUROPE

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