

Placement Report
Master in Visual
and Digital Media
2020 Graduates

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Introduction

At IE University, our Talent & Careers team's mission is to enhance and secure student success. By staying on top of the latest industry trends and insights, and forming collaborative relationships with world-leading employers, IE Talent & Careers help alumni find their place in the professional world.

We take great pride in showcasing the professional accomplishments of the Class of 2020 from the Master in Visual & Digital Media. 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 to stand out ahead of the competition in the labor market.

Modern business is in a state of continuous transformation, where new ventures, mergers and demergers are the norm. Organizations face increased challenges from the digital transformation in an environment where they must adapt to the latest trends, solidify their brand reputation and forge lasting connections.

With brands increasingly focused on reaching and engaging their audiences, visual and digital media professionals are in high demand. Having gained cutting-edge strategic and management skills, these cross-functional individuals are able to create meaningful and impactful storytelling campaigns that increase brand awareness and boost the bottom line.

A very high percentage of our students have found jobs. A total of 90% were employed within six months of graduation, including 40% of them in marketing or branding. They are also active in a number of sectors, ranging from consulting and technology to media and entertainment. Our collaboration with world-leading employers continues to bear fruit. Class of 2020 graduates of the Master in Visual and Digital Media can be found working for LinkedIn, Tik Tok, Nike, L'Oréal, and the United Nations World Tourism Organization among others. Meanwhile, with entrepreneurship being a core IE University value, it's no surprise that many of our students have started their own companies after graduating.

These graduates follow in the footsteps of predecessors who make up an impressive global network of over 65,000 IE University 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 sectors.

We look forward to following their career progression. Here are some of their stories.

Eva Valbuena
Head of Talent & Careers IE University



Carolina Melguizo Barrachina

Master in Visual and Digital Media

Nationality
Spanish

Current Position
Content Specialis at Loewe

Position before the program
Developer and Web designer
(Freelance)



The MVDM broadened my creative horizons in ways I'll always be thankful for, as well as gave me life-long friends who I was endlessly inspired by and whose friendship I'll carry with me forever. The best of IE is it's people



2020 Graduates' Profile

33

TOTAL NUMBER OF STUDENTS

24,8

AVERAGE AGE

2,5

YEARS AVERAGE WORK EXPERIENCE

21

NUMBER OF NATIONALITIES

GENDER

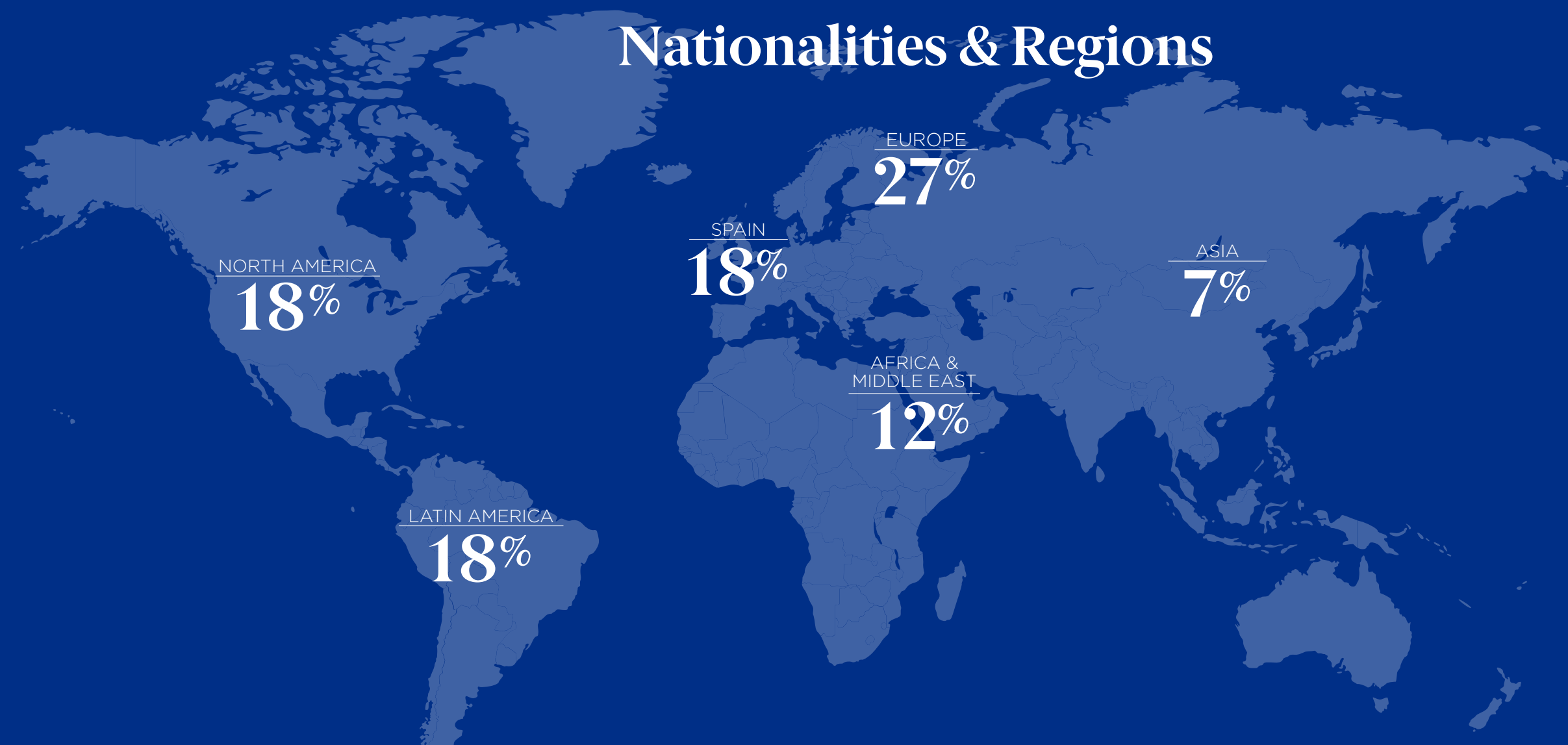
24%

MALE

76%

FEMALE

Nationalities & Regions



Academic Background

	HUMANITIES	30%
	MARKETING & COMMUNICATION	27%
	BUSINESS & MANAGEMENT	21%
	ECONOMICS & SOCIAL SCIENCES	12%
	SCIENCE & ENGINEERING	10%

Industry / Sector

Bank Audi

GROUPE
CLARINS

Education First

hola!

AMAN

LES BALLETS
DE
MONTE CARLO
JEAN-CHRISTOPHE MAILLOU

McCANN
WORLDGROUP

MICHAEL WOLK DESIGN

PROSEGUR

amvos
WORLDWIDE DIGITAL

THE RITZ-CARLTON®

University of
Strathclyde
Glasgow

starwood
Hotels and
Resorts

UNIVERSITY
OF
CALIFORNIA

BLOOMING
BEAUTY

KIMPTON
FITZROY
LONDON

CARACOL
TELEVISION

openmags®

mm marketing
communications consulting ltd.
美亞市場傳達顧問有限公司

ITS COM

ELC

d5®
productions

iQ

KARIM CHAMAN
ARQUITECTOS

MERCURY

VMV HYPOALLERGENICS

Where our graduates are working now

Sector	% of Alumni
Consulting	20,0%
Other	16,7%
Education	16,7%
Consumer Products & Retail	13,4%
Technology	10,0%
Media / Entertainment	6,7%
Government	3,3%
Industrial	3,3%
Real Estate	3,3%
Tourism & Hospitality	3,3%
Finance/Banking/Insurance/Fin.Services	3,3%

Function	% of Alumni
Marketing - Brand Marketing	40,0%
Other	36,7%
Operations / Logistics / Supply Chain	6,7%
General Services/Administration	6,7%
Human Resources	3,3%
Product Management	3,3%
Information Systems & Technology	3,3%

Region



Gonzalo Atienza

Master in Visual and Digital Media

Nationality
Spanish

Current Position
Associate Producer, Product Creative Strategy at Netflix

Position before the program
Client Development Manager at Research Now



The MVDM was a transformational experience for me. Everything I have achieved professionally since then has been a direct result of the work I produced and the connections I made during the program.



Top Hiring Companies



Job seekers who received a job offer within 6 months after graduation **90%**

Job Role Titles

Marketing Specialist	Marketing manager
Social Media and Content Manager	Content Manager
Art Director	Producer
Brand Strategy	Copywriter
Director/Editor	Social Media Manager
Consultant - video production and editing.	Digital Communications Consultant



Rebeca Flores
Master in Visual and Digital Media

Nationality
Mexican

Current Position
Media Intern at Nike

The Master in Visual and Digital Media at IE made perfect sense for the role I got at Nike. Every single question or skill they were looking for I was able to justify with real projects, classes, and experiences I had during my master's. I definitely think IE prepares you with practical experiences that are valuable to employers.

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 STATE / 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.

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