CAREER REPORT 2023

MASTER IN

CREATIVE DIRECTION, CONTENT AND BRANDING

IE BUSINESS SCHOOL

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INTRODUCTION

IE Talent & Careers provides impactful career advice, resources and opportunities to our students, helping position them as the best talent in the corporate world. Our diverse network of over 80,000 IE Alumni, drawn from 170 nationalities, is creating value across industries and sectors. Every year, we proudly showcase the achievements of the graduates who complete the **Master in Creative Direction, Content and Branding**. Our class of 2023 enrolled looking to develop their Marketing, Communication & Sales skills, get ahead of the trends, and use their creativity and unique insight to leave a mark. And they've certainly done that, leveraging the latest techniques and technologies—and the hands-on experience gained at IE University—to launch successful careers in this dynamic sector.

Marketing, Communication & Sales is undergoing rapid evolution, and increasingly connected customers expect greater personalization, seamless omnichannel interactions and their preferred brands' values to align with their own. With digital transformation now a corporate imperative and data-driven decision-making fast becoming the norm, organizations need professionals who can harness storytelling and emerging technologies to connect with modern consumers. They want candidates with proven skills and practical experience, which **Master in Creative Direction, Content and Branding** graduates possess in abundance, gained through hands-on projects for top companies in the sector.

1.5M job opportunities available worldwide in Marketing, Communication & Sales.

OVER $1.65 TRILLION global marketing and advertising spending grew by five percent.

67% of marketers expressed optimism about the potential of generative AI in the industry.

IE BUSINESS SCHOOL

YASMIN SCHAAB

MDCB

NATIONALITY
GERMAN

CURRENT POSITION
STRATEGIST AT SAFFRON BRAND

POSITION BEFORE THE PROGRAM
PUBLIC RELATIONS INTERN AT PETER SECHEHAYE PR

"The master has allowed for a lot of exploration and helped us to think flexibly. Finding the right balance between strategic thought and creative expression is one of the key skills I have taken with me."

CAMILA FOTTI

MDCB

"The program opened up opportunities I hadn't thought possible, while equipping me with the skills and passion to pursue the job and lifestyle that are turning my aspirations into reality.

The most important learning for me was the discovery of new opportunities"

NATIONALITY
ITALIAN

CURRENT POSITION
DESIGN LEAD - ATTOMO SHOPIFY, WEBFLOW AND HUBSPOT PARTNER

POSITION BEFORE THE PROGRAM
FASHION BUYER INTERN SCALPERS

WHERE OUR STUDENTS WERE WORKING BEFORE STARTING THE PROGRAM

INDUSTRY / SECTOR

BUSINESS	26%
MARKETING / ADVERTISEMENT / COMMUNICATION	16%
MEDIA / ENTERTAINMENT	10%
HEALTHCARE / PHARMA / BIOTECHNOLOGY	6%
CONSUMER PRODUCTS & RETAIL	6%
REAL ESTATE / CONSTRUCTION	4%
TECHNOLOGY / TELECOMMUNICATIONS	4%
EDUCATION	4%
DESIGN & GRAPHIC ARTS	4%
TOURISM & HOSPITALITY	4%
OTHER	4%
INDUSTRIAL PRODUCTS	2%
FASHION	2%
CONSULTING	2%
BANKING / INSURANCE / FINANCIAL SERVICES	2%
AGRIBUSINESS, FISH & LIVESTOCK	2%
GOVERNMENT / NGO	2%

COMPANIES REPRESENTED IN CLASS

Les Délices d'Émilie, Volunfair, BBDO & Proximity España, Edelman, Ful foods, Krypton, BancaMarch, gracenote a nielsen company, Scalpers

2023 GRADUATES' PROFILE

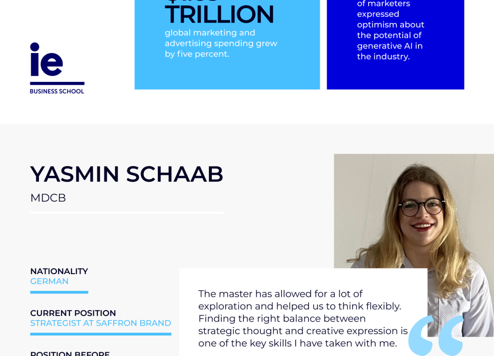
49 TOTAL NUMBER OF STUDENTS

25 AVERAGE AGE

3 YEARS AVERAGE WORK EXPERIENCE

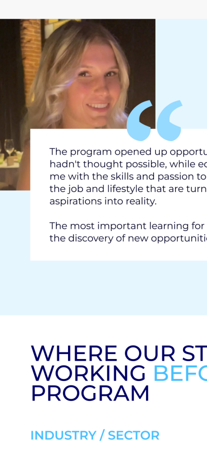
25 NUMBER OF NATIONALITIES

75% INTERNATIONAL



ACADEMIC BACKGROUND

BUSINESS	30%
HUMANITIES	28%
SOCIAL SCIENCES	17%
ECONOMICS	4%
ENGINEERING	2%
SCIENCE	2%
OTHERS	17%



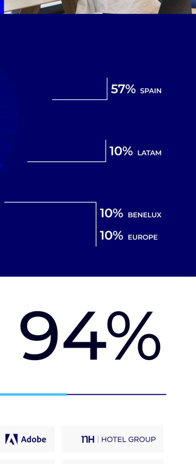
WHERE OUR GRADUATES ARE WORKING NOW

SECTOR

MARKETING & COMMUNICATIONS	40%
CONSULTING	17%
CONSUMER, LUXURY & RETAIL	13%
INDUSTRIAL	11%
TECHNOLOGY	10%
ARCHITECTURE/URBANISM/REAL ESTATE	3%
FINANCIAL SERVICES	3%
INTERNATIONAL DEVELOPMENT + SOCIAL IMPACT	3%

FUNCTION

MARKETING ROLES	43%
CREATIVE MARKETING	10%
ARCHITECTURE, REAL ESTATE & DESIGN ROLES	7%
GENERAL MARKETING/ COMMUNICATION	7%
DIGITAL MARKETING	5%
GRAPHIC DESIGNER	3%
KEY ACCOUNT MANAGEMENT	3%
MARKETING / COMMUNICATION	3%
MARKETING CONSULTING	3%
OPERATIONS ROLES	3%
PROJECT MANAGEMENT	3%
OTHER JOB ROLES	10%



JOB LOCATION

SPAIN	57%
LATAM	10%
BENELUX	10%
EUROPE	10%
LATAM	7%
NORTH AMERICA	3%
INDIA	3%

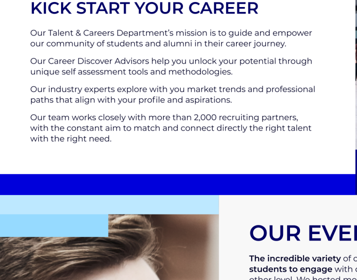
Job seekers who received a job offer within 6 months after graduation **94%**

TOP HIRING COMPANIES

accenture, Adobe, NH Hotel Group, Nike, TBWA, Jumeirah, Linky Juice, BBVA, media.monks

JOB ROLE TITLES

BRAND AND COMMUNICATION CONSULTANT · BRAND CREATIVE STYLIST · JUNIOR GRAPHIC DESIGNER · BRAND CREATIVE STYLIST · DIGITAL MARKETING SPECIALIST · FUTURE DESIGNERS GRADUATE PROGRAM · EVENT MANAGER AND CREATIVE PRODUCER · GRAPHIC DESIGNER · ACCOUNT MANAGER · MARKETING BRAND MANAGER · NEWS REPORTER · OPERATION SUPPORT ASSISTANT · SENIOR VISUAL DESIGNER



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.

Bloomberg Businessweek · FT Financial Times · The Economist · Wall Street Journal

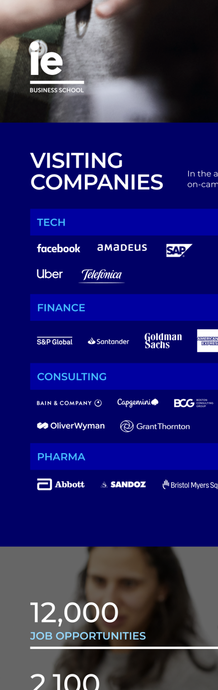
WE'RE HERE TO HELP YOU KICK START YOUR CAREER

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

Our Career Discover Advisors help you unlock your potential through unique self assessment tools and methodologies.

Our industry experts explore with you market trends and professional paths that align with your profile and aspirations.

Our team works closely with more than 2,000 recruiting partners, with the constant aim to match and connect directly the right talent with the right need.



OUR EVENTS

The incredible variety of our events allows **students to engage** with companies at a whole other level. We hosted more than 282 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

MAKE THE MOST OF IT

During your time at IE University, you will meet with us throughout career education workshops and events, designed to help students land the job that's best for them.

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 we welcomed 300 recruiting partners on our on-campus facilities, including:

TECH: facebook, amadeus, SAP, Uber, Telefónica

FINANCE: S&P Global, Santander, Goldman Sachs, American Express

CONSULTING: Bain & Company, Capgemini, BCG, Oliver Wyman, Grant Thornton

PHARMA: Abbott, Sandoz, Bristol Myers Squibb

FMCG / LUXURY / RETAIL: Nike, L'Oréal, pepsi, P&G, IKEA, Essilor, Colgate-Palmolive, Mars, KraftHeinz

INDUSTRIAL / ENERGY: Schneider Electric, Vestas, bp, DHL

INTERNATIONAL DEVELOPMENT: United Nations, ADB, Impact Hub, European Bank, Dalberg

REAL ESTATE / ARCHITECTURE AND DESIGN: AECOM, Knight Frank, Cushman & Wakefield

12,000 JOB OPPORTUNITIES

2,100 RECRUITING PARTNERS GLOBALLY

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 TEAM

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.

BENEFITS FOR OUR GLOBAL COMMUNITY:

- IE EVENTS, MASTERCLASSES AND WORKSHOPS LED BY IE PROFESSORS
- CORPORATE PARTNERSHIPS
- VENTURE DAYS
- NETWORKING AND SOCIAL EVENTS FOR ALUMNI AND STUDENTS
- GLOBAL ALUMNI WEEKENDS
- "GLOCAL" NETWORK
- WORLDWIDE CONFERENCES
- CAREER OPPORTUNITIES FOR ALUMNI AND STUDENTS
- ALUMNI CLUBS

FIND US AT ONE OF OUR INTERNATIONAL OFFICES KNOW MORE

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2023

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