

Placement Report
Master in
Creative Direction,
Content & Branding
2022 Graduates

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Introduction

IE University is internationally recognized for academic and professional excellence, and the IE Talent and Careers team is no exception to this standard. Our mission is to help students find their place in the professional world. By working individually with students and alumni, the career services team is here to support our graduates throughout their path to success.

That is why we are very proud to witness the many professional accomplishments of our 2022 Master in Creative Direction, Content & Branding cohort. This program is one of the most vibrant and diverse of its kind in Europe, and our career services team helped these trailblazers navigate a smooth transition into the workforce to meet their personal and professional goals.

We are pleased to present this report and share some insights on the different career paths chosen by our 2022 Master in Creative Direction, Content & Branding graduates. No matter the journey they have chosen, we are confident that they will continue to do great things and make a positive impact on the people and communities around them.

This year showed us how quickly we must adapt to a constantly changing world. In light of the digital revolution, businesses now more than ever are reliant on the digital communications sector. Therefore, organizations are looking for leaders who can understand and leverage the latest media strategies, harness the power of storytelling in content production, and effectively align a brand's communication needs with a compelling creative outlook.

Thanks to our hands-on teaching methods, expert insights into the broad picture of business realities and

trends, and specialization options in various functional areas, our Master in Creative Direction, Content & Branding students are now in high demand across various industries and sectors. Amid challenging economic times, our global recruiting outreach has proven very effective for these candidates.

Our 2022 Master in Creative Direction, Content & Branding graduates show beyond doubt to be crucial assets in the world of work: 85% of them received a job offer within three months of graduation, with that figure rising to 90% within six months. An impressive 76% transitioned to a different professional sector following completion of the program, with the most popular industries for our graduates being Marketing & Communications (48.57%), Consumer, Luxury & Retail (25.71%) and International Development & Social Impact (8.57%). Indeed, leading companies including Astudio, Fever, Chanel, L'Oréal, Nestlé, Publicis and UNESCO have all recruited talent straight from our program.

Graduates of the Master in Creative Direction, Content & Branding are following in the footsteps of all those who came before them in other programs as part of IE University's impressive global network of over 70K alumni. Our alumni are based in more than 100 countries around the globe, holding high-level positions in all types of organizations within the public, private and nonprofit sectors.

This network is a huge asset to students, alumni and the Talent & Careers team. No matter where your career takes you, you can count on the IE Community to help you connect with businesses, nonprofits and governments across the globe.

Eva Valbuena
Head of IE Talent & Careers Department



Ximena Pineda

Master in Creative Direction, Branding and Communication

Nationality
Guatemala

Current Position
Trainee Strategy & Creative at
Chuck Studios

Position before the program
Business Development Manager
UK/InternationalBusiness Development
Manager UK/International at Dealsuite.com



My experience at IE was incredibly fun and enriching. It gave me the perfect base to acquire essential skills to navigate the creative industry. I loved its practical and hands-on approach. I graduated with a portfolio and an idea of what I wanted to do after. I am now working at a production company in Amsterdam exploring different areas within production, brand strategy, and concept ideation.



2022 Graduates' Profile

50
TOTAL NUMBER OF STUDENTS

25
AVERAGE AGE

3
YEARS AVERAGE WORK EXPERIENCE

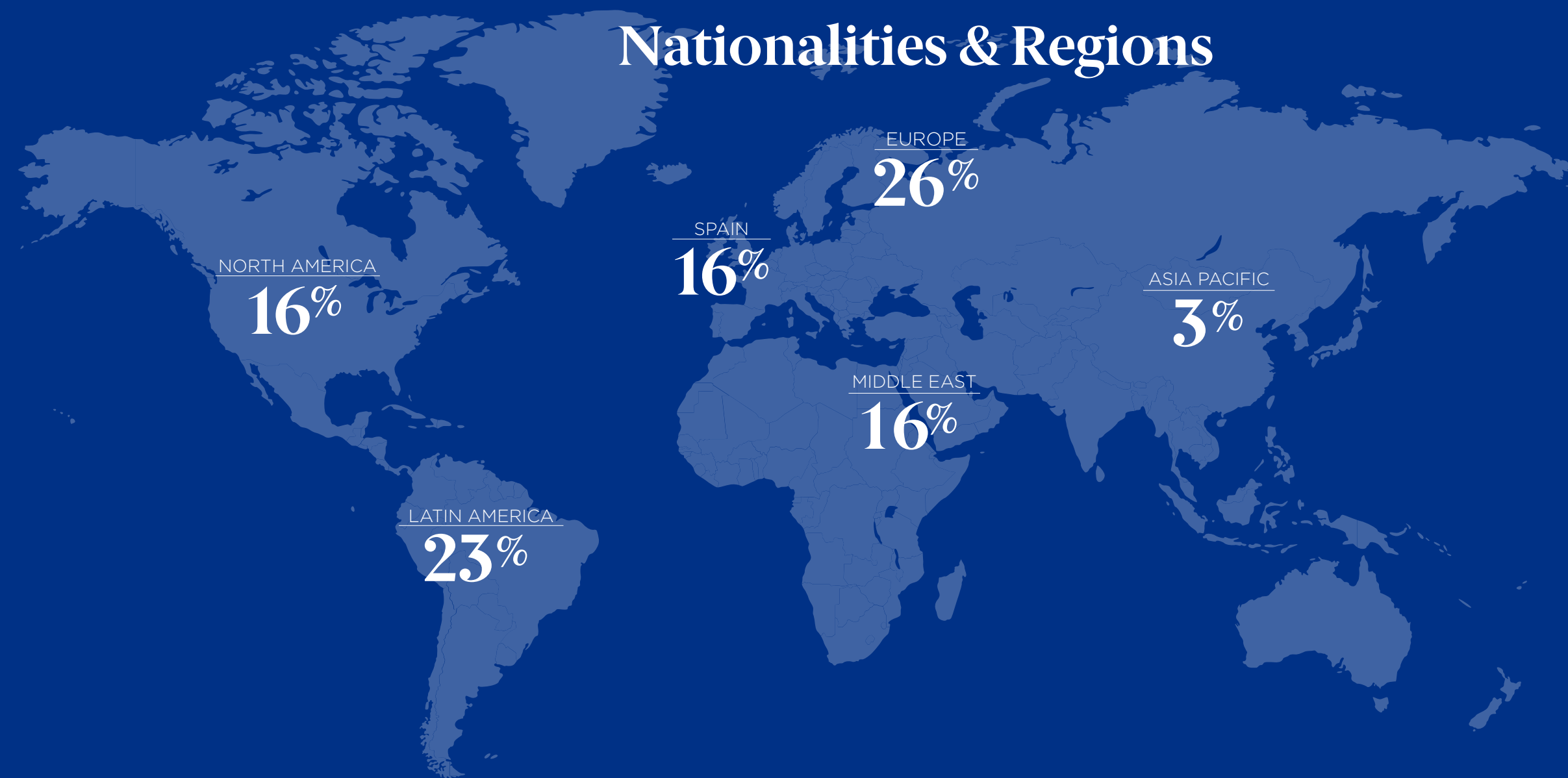
24
NUMBER OF NATIONALITIES

GENDER








8%
MALE

92%
FEMALE

Nationalities & Regions



Academic Background

	BUSINESS	36%		ECONOMICS	4%
	OTHERS	36%		SCIENCE	4%
	HUMANITIES	10%		LEGAL	1%
	SOCIAL SCIENCES	8%		TECHNOLOGY	1%

Where our students were working before starting the program

Industry / Sector

Background	% of students	Background	% of students
Fashion	12%	Banking / Insurance / Financial Services	3%
Marketing / Advertisement / Communication	10%	Technology / Telecommunications	3%
Media / Entertainment	9%	Automotive	2%
Tourism & Hospitality	9%	Chemical / Energy & Utilities	2%
Consumer Products & Retail	8%	Legal Services	2%
Consulting	6%	Real estate / Construction	2%
Architecture / Urbanism	4%	Sports	2%
Design & Graphic Arts	4%	Agribusiness, Fish & Livestock	1%
Education	4%	Industrial Products	1%
Government / NGO	4%	Luxury goods	1%
Healthcare / Pharma / Biotechnology	4%	Other	7%



Companies represented in class

Where our graduates are working now

Sector	% of Alumni
Marketing & Communications	49%
Consumer, Luxury & Retail	26%
International Development + Social Impact	8%
Technology	8%
Consulting	6%
Legal Services	3%

Function	% of Alumni
Marketing Roles	79%
Strategy Roles	9%
Architecture & Design Roles	3%
Consulting Roles	3%
International Relations Roles	3%
Legal Roles	3%

Job Location	% of Alumni
Spain	31%
Europe	28%
DACH	11%
Benelux	8%
Middle East	5%
North America	5%
India	3%
Ireland	3%
Latin America	3%
United Kingdom	3%



Durba Dutta

Master in Creative Direction, Content & Branding

Nationality
India

Current Position
Brand and Content Consultant at Frog

Position before the program
Brand Specialist at Get Seen



At IE, pursuing a Masters in Visual and Digital Media was a truly transformative experience for me. The caliber of professors, who were leaders in their respective fields, was inspiring, and their guidance and mentorship were instrumental in shaping my career trajectory. The cutting-edge curriculum and disruptive environment provided me with the perfect platform to enhance my skills and knowledge in the field of visual and digital media. These skills, combined with the invaluable lessons I learned during my time at IE, enabled me to secure a full-time position at Frog, Capgemini India upon graduation, where I work as a Brand and Content Consultant. Overall, my experience there not only helped me achieve my career goals but also helped me grow as a person. I am grateful for the environment that IE provides and ofcourse for skills, knowledge, and friendships that I gained during my time there, and I will carry them with me for the rest of my life.



Top Hiring Companies


Nestlé


Capgemini


CHANEL


fever


UNESCO


dentsu


SAFFRON


ANDERSEN


PUBLICIS GROUPE


L'ORÉAL


Digital Luxury Group.


la prairie
SWITZERLAND

Job Role Titles

Assistant Social Media Manager	Editor
Brand and Content Consultant	Event Supervisor
Brand management	Global Brand Development
Branding Strategy	Internship PR and Communications
Business development	Junior Social Media Specialist
CCXD Design	Marketing Analyst
Communication & Content	Marketing and Customer Relations
Community Manager	Producer Assistant
Creative	Project Manager
Creative Marketing Account	Project Manager for Strategy
Digital & AI Consultant - Graduate Program	Social Media Account Executive
Digital content creator	

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



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 2,000 recruiting partners, 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 2022, 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.



2,000

RECRUITING PARTNERS

8,300

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 2022/2023 we welcomed +190 recruiting partners on our on-campus facilities, including:

BANKING / INSURANCE / FINANCIAL SERVICES



CONSULTING



CONSUMER PRODUCTS & RETAIL



GOVERNMENT / INTERNATIONAL ORGANIZATIONS & SOCIAL IMPACT



HEALTHCARE / PHARMA / BIOTECHNOLOGY



INDUSTRIAL PRODUCTS



TECHNOLOGY / TELECOMMUNICATIONS



IE FOR LIFE

Belonging to IE alumni comes with benefits that carry on for life

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

- Connect and Network with more than 71,000 Alumni in your field, city or industry
- Discover and join over 82 Alumni Clubs and attend exclusive IE events such as our Global Alumni Weekend

Take advantage of the following career services

- Career advising at IE, included up to two years after graduation
- Discover job postings with lifetime access to the IE Career Portal with over 8,300 position posted annually and leadership skills resources

Get ready for your next career move

- Participating in workshops and mentoring opportunities with other Alumni.

Keep learning with us:

- Stay competitive in the marketplace with ongoing learning opportunities: Coursera online courses, access to research insights and more



Alumni Plus membership



Upon graduation, we wish to support our IE Alumni to smoothly transition into their next career role.

Recent graduates receive 2 years of complimentary membership of Alumni Plus which includes Career Coaching, Networking Events, Masterclasses with IE professors, and online newspaper and library resources.

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

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.
- “Glocal” network.
- Worldwide conferences.
- Career opportunities for alumni and students.

Find us at one of our international offices

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.

Know More



