

Placement Report
Master in
Digital Marketing
& Analytics
2022 Graduates

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Introduction

IE University is internationally recognized for academic and professional excellence, and the IE Talent & 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 Digital Marketing & Analytics cohort. This program is on the cutting edge of disruptive digital marketing, 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 Digital Marketing & Analytics 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 are now turning away from traditional marketing channels in favor of their online alternatives. As a result, organizations now more than ever have a greater need for skilled professionals with a deep understanding of the latest digital strategies and platforms, as well as an ability to transform data into exceptional digital performance, harnessing analytics to optimize consumer experience and engagement.

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 Digital Marketing & Analytics 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 Digital Marketing & Analytics graduates show beyond doubt to be crucial assets in the world of work: 94% of them landed a job within three months of graduation, with that figure rising to 100% within six months. Completing the program has allowed over 60% to make the transition to a different professional sector. Concerning industry, 25% are working in Consumer, Luxury & Retail; 13% in Consulting; 11% in Technology; and almost 6% in International Development and Social Impact. Among the top recruiters from this program are recognizable names including Lenovo, MRM McCann, Nestlé, Nike, Renault and Uber.

Graduates of the Master in Digital Marketing & Analytics 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



Victoria Giustiniani Zorrilla

Master in Digital Marketing and Analytics

Nationality
Italian

Current Position
Content Lead at Graphite

Position before the program
Undergrad Student



My time at IE not only provided me with the knowledge I needed to excel in the field in which I currently work. It went far beyond that, helping me from the moment I walked through the door on the first day of my Master's program. It has provided me with an incredible array of tools and resources that have allowed me to discover and better understand the world of work, its dynamics, and how to navigate my way through it. It helped me seek out and discover the best opportunities for me during my academic career. Opportunities that have allowed me to thrive and progress professionally while keeping my interests, values and goals in mind at all times, with the belief that a job should be more than just a job, and that is an opportunity for growth, satisfaction and happiness.



2022 Graduates' Profile

56

TOTAL NUMBER OF STUDENTS

25

AVERAGE AGE

3

YEARS AVERAGE WORK EXPERIENCE

31

NUMBER OF NATIONALITIES

GENDER

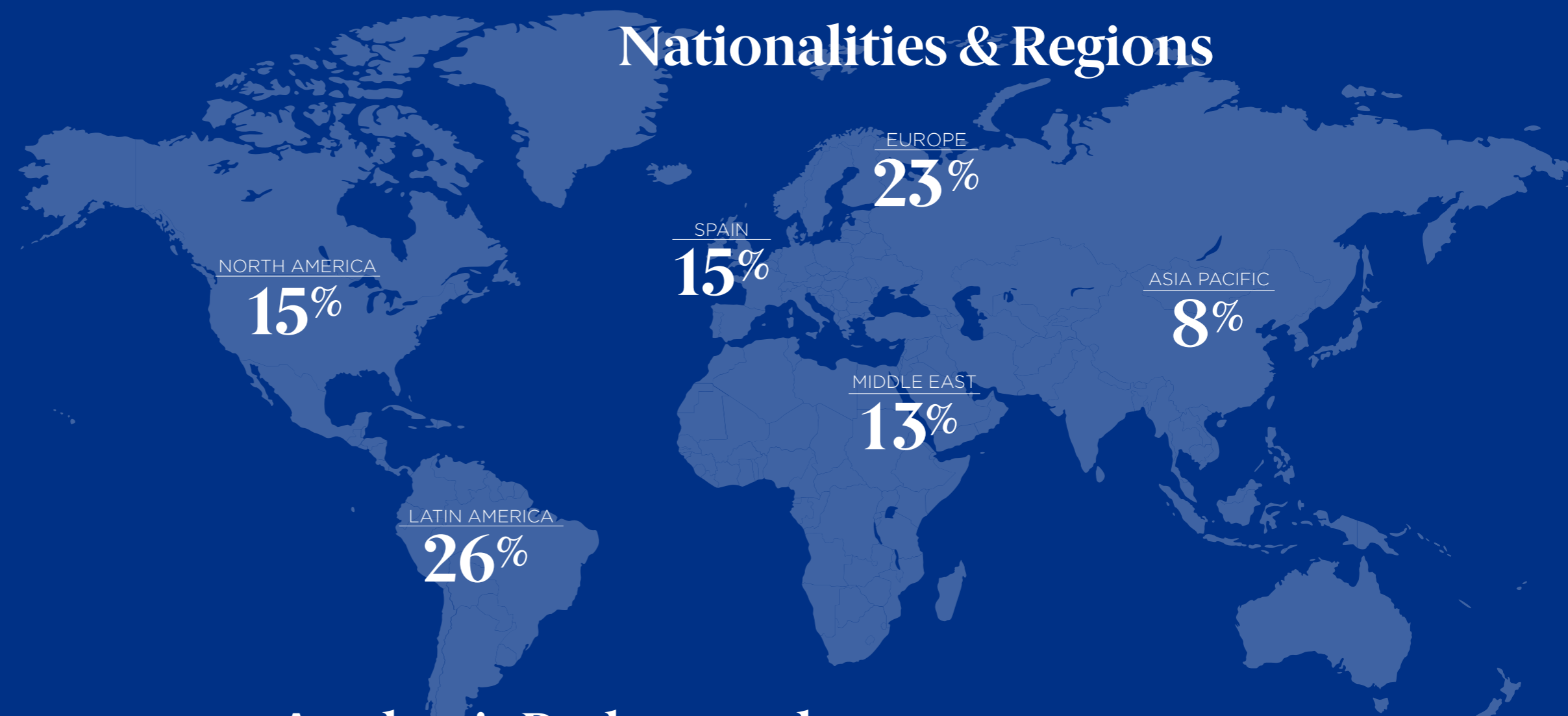
27%

MALE








73%

FEMALE

Nationalities & Regions



Academic Background

	BUSINESS	46%		ECONOMICS	6%
	OTHERS	18%		SCIENCE	3%
	SOCIAL SCIENCES	14%		ENGINEERING	1%
	HUMANITIES	12%			

Where our students were working before starting the program

Industry / Sector

Background	% of students	Background	% of students
Marketing / Advertisement / Communication	13%	Healthcare / Pharma / Biotechnology	3%
Consumer Products & Retail	12%	Luxury goods	3%
Sports	6%	Technology / Telecommunications	3%
Media / Entertainment	6%	Tourism & Hospitality	3%
Consulting	5%	Automotive	3%
Education	5%	Transport / Logistics	3%
Fashion	4%	Agribusiness, Fish & Livestock	2%
Government / NGO	4%	Legal Services	2%
Real estate / Construction	4%	Industrial Products	1%
Banking / Insurance / Financial Services	3%	Other	12%
Design & Graphic Arts	3%		



Companies represented in class



Where our graduates are working now

Sector	% of Alumni
Marketing & Communications	39%
Consumer, Luxury & Retail	25%
Consulting	14%
Technology	11%
International Development + Social Impact	5%
Financial Services	3%
Industrial	3%

Function	% of Alumni
Marketing Roles	80%
Sales Roles	8%
Consulting Roles	6%
Operations Roles	3%
Strategy Roles	3%

Job Location	% of Alumni
Spain	53%
Europe	8%
Latin America	8%
Middle East	8%
United Kingdom	8%
DACH	6%
North America	6%
Benelux	3%



Asli Dayi

Master in Digital Marketing and Analytics

Nationality

Turkish

Current Position

Global Brand Manager at Viatrix

Position before the program

Regional Commercial Marketing Manager at Menarini Asia-Pacific



The Master's in Digital Marketing program helped me develop a deep understanding of digital marketing; and build analytical and technical skills such as those needed to measure digital marketing campaigns. I have learned to develop and execute digital marketing strategies from our incredible professors that are experts in their fields with many years of experience and from different sectors. This program has complemented my previous professional experience as well as updated my marketing knowledge with the latest trends and tools. Post masters, I have been able to apply all my learnings in my day to day job. I am beyond happy with the whole experience that IE has provided me.





Ainoa Lander

Master in Digital Marketing and Analytics

Nationality
Venezuelan

Current Position
Director of Editorial at Graphite

Position before the program
Entrepreneur



The Master in Digital Marketing program at IE was an incredibly enriching and fulfilling experience. It offered the chance to learn from top professionals in the field, apply the latest digital marketing tools and techniques, and expand my knowledge in real-world situations. The MDGM allowed me to make strong lasting friendships with people from all around the world, and expand my networking opportunities in different industries. It was an exceptional experience that provided me with valuable skills, an expanded network and lifelong friends!



Top Hiring Companies



IPG MEDIABRANDS

KANTAR

Lenovo



MRM // McCANN

dentsu

Uber



MELIÀ HOTELS INTERNATIONAL

BCG

L'ORÉAL

Job Role Titles

Account Assistant H&M

Assistant Marketing CRM

Community Manager and Customer Success

Connected Performance

Consumer Growth & CRM Analyst

Customer Marketing Communications Specialist

Digital and Technology Advantage Associate

Digital Creator

Digital Graduate Program: Global Social Media

Digital Marketing and PR

Digital Marketing Specialist

Digital Media Planner

Digital Media Specialist

Director of Editorial

Global Brand Manager

Global Content & Digital Marketing

AssitantMarketing & Coordinating Lead

Marketing and Customer Service

Marketing Manager

Marketing Specialist

Marketing Technology Graduate

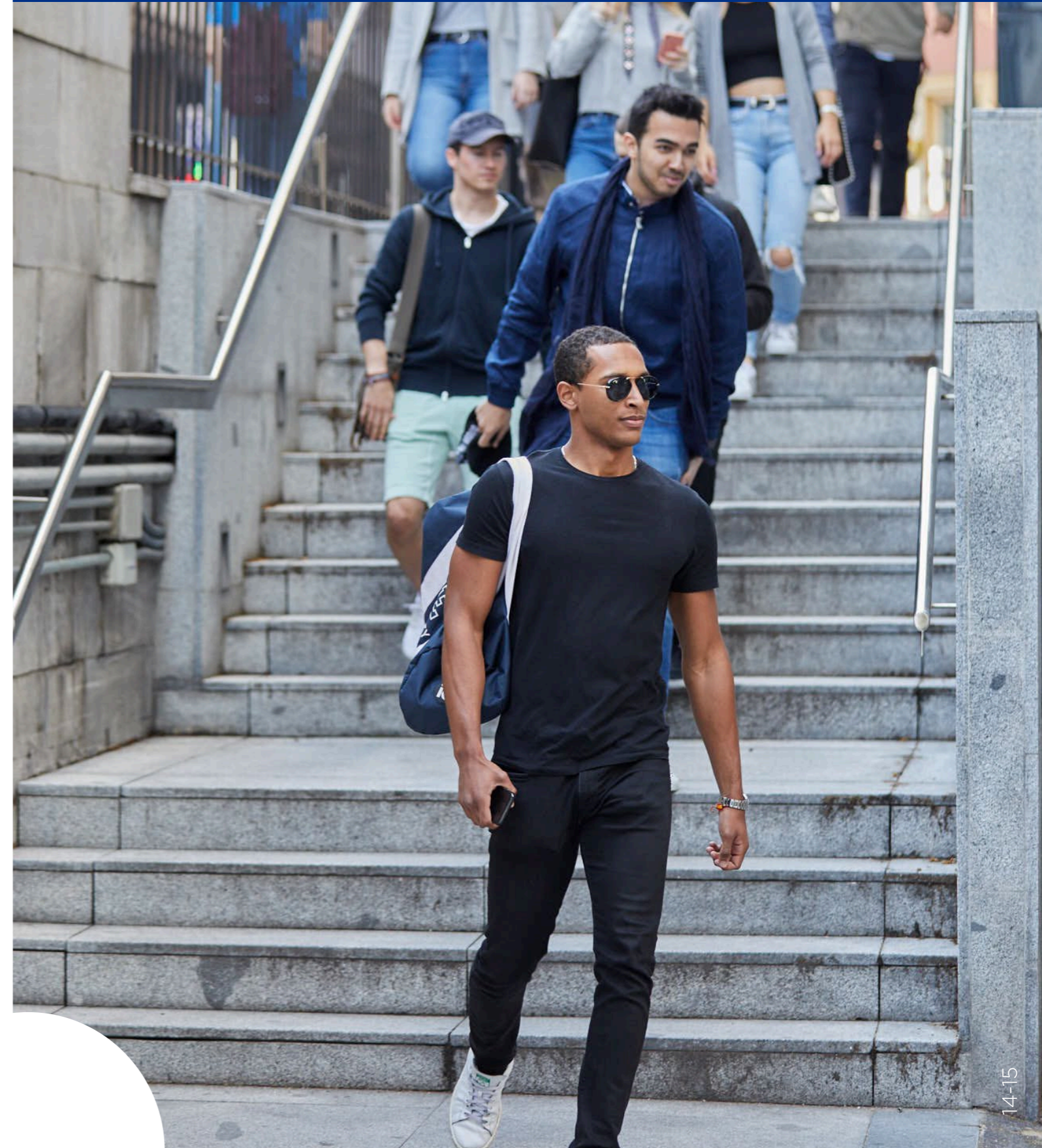
Performance marketing executive

PR Account Executive

Product Marketing Manager

Qualitative Research Analyst

Job seekers who received a job offer within 6 months after graduation **100%**



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 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.



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 2022/2023 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

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



