

# MASTER IN DIGITAL MARKETING





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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 Digital Marketing**. Our class 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 Digital Marketing** 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.



# ALVARO MONTIEL

MDGM

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## NATIONALITY

SPANISH

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## CURRENT POSITION

MARKETING ASSISTANT L'ORÉAL

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## POSITION BEFORE THE PROGRAM

MARKETING AND SOCIAL  
MEDIA ACCOUNT EXECUTIVE  
AT EL OCHO

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My experience at IE was a period full of learning in which I met incredible people and in which I prepared myself for the world of work with the help of great professional mentors.



# THEA BROGAN

MDGM

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## NATIONALITY

NEW YORK, USA

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## CURRENT POSITION

DIGITAL MARKETING  
SPECIALIST AT NIKE

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## POSITION BEFORE THE PROGRAM

MEDIA PLANNER AT FORWARDPMX

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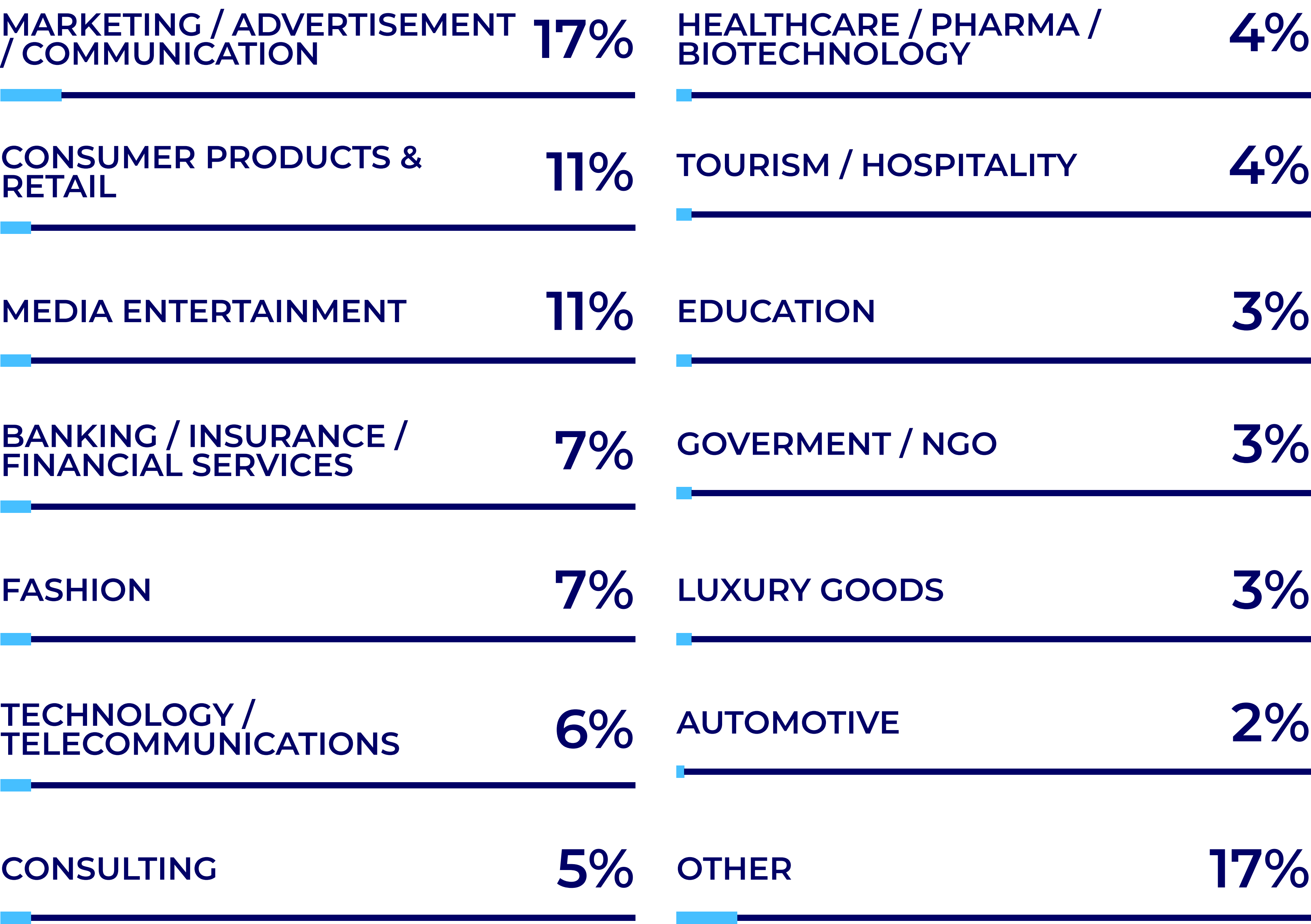
My time at IE was really impactful in teaching me not only technical skills in digital marketing, but the tools to develop myself into a strategic thinker. I previously lacked marketing knowledge and business acumen, but the program has sharpened both of these skills. On top of this, IE has connected me to a wide community of other alumni, and I'm thankful for the opportunities that the school has provided for me throughout and post graduation.





# WHERE OUR STUDENTS WERE WORKING BEFORE STARTING THE PROGRAM

## INDUSTRY / SECTOR



## COMPANIES REPRESENTED IN CLASS





# 2024 GRADUATES' PROFILE

**53** TOTAL NUMBER OF STUDENTS

**25** AVERAGE AGE

**3** YEARS AVERAGE WORK EXPERIENCE

**31** NUMBER OF NATIONALITIES

**84%** INTERNATIONAL

**6%**  
NORTH AMERICA

**19%**  
SPAIN

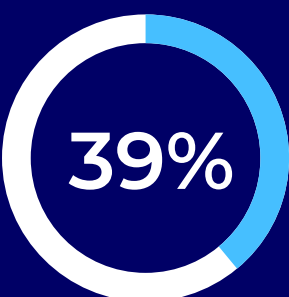
**36%**  
EUROPE

**3%**  
APAC

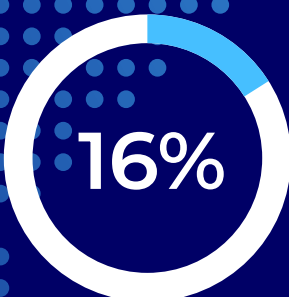
**13%**  
MEA

**23%**  
LATAM

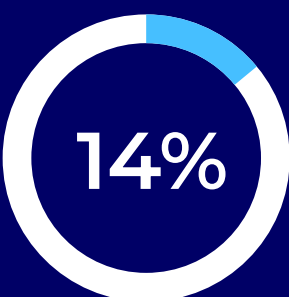
## ACADEMIC BACKGROUND



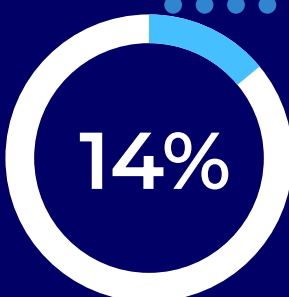
BUSINESS



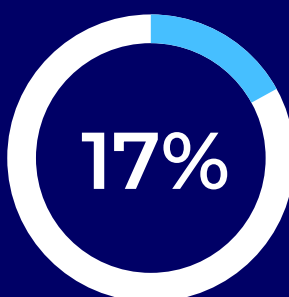
ECONOMICS



SOCIAL SCIENCES



HUMANITIES



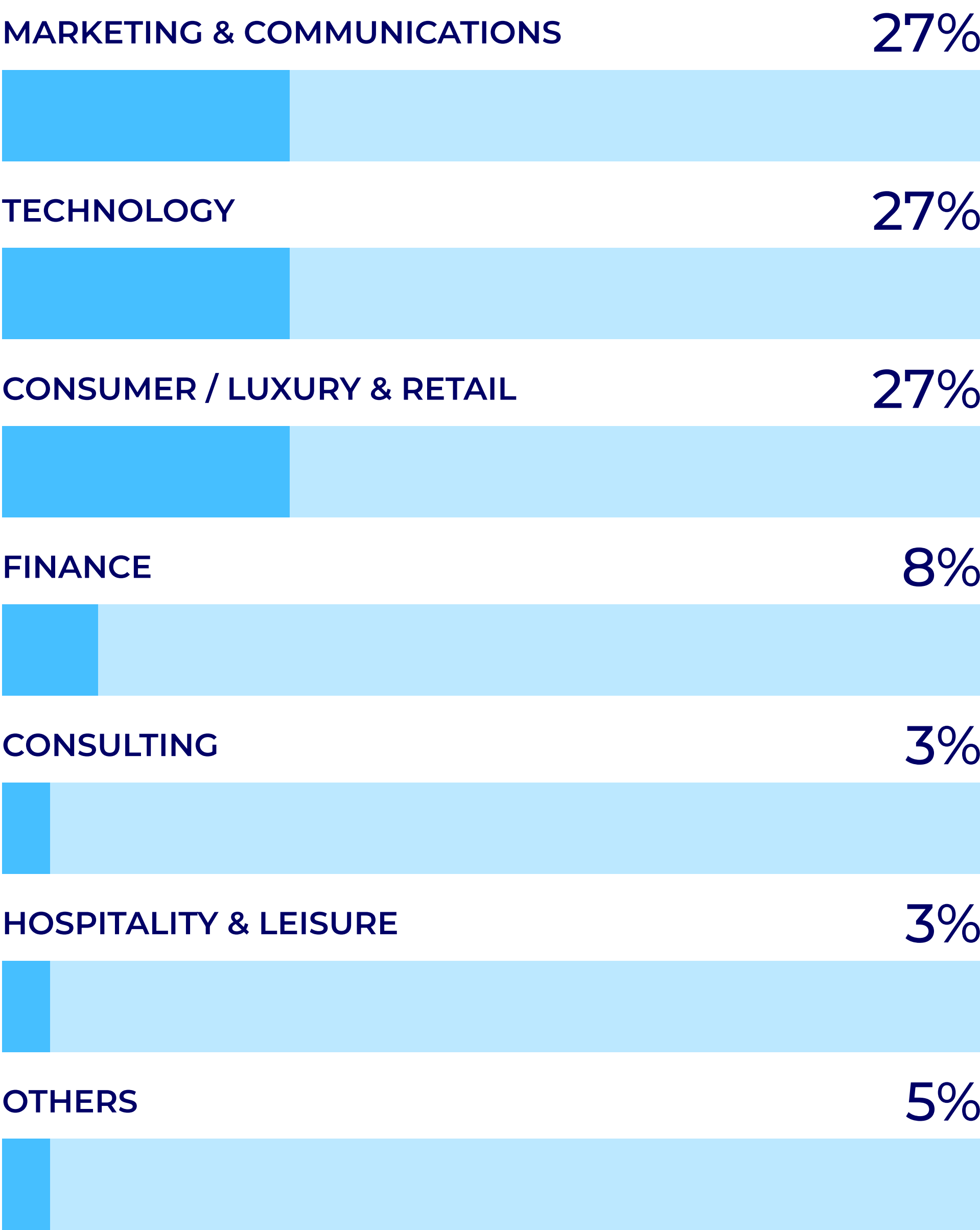
OTHERS





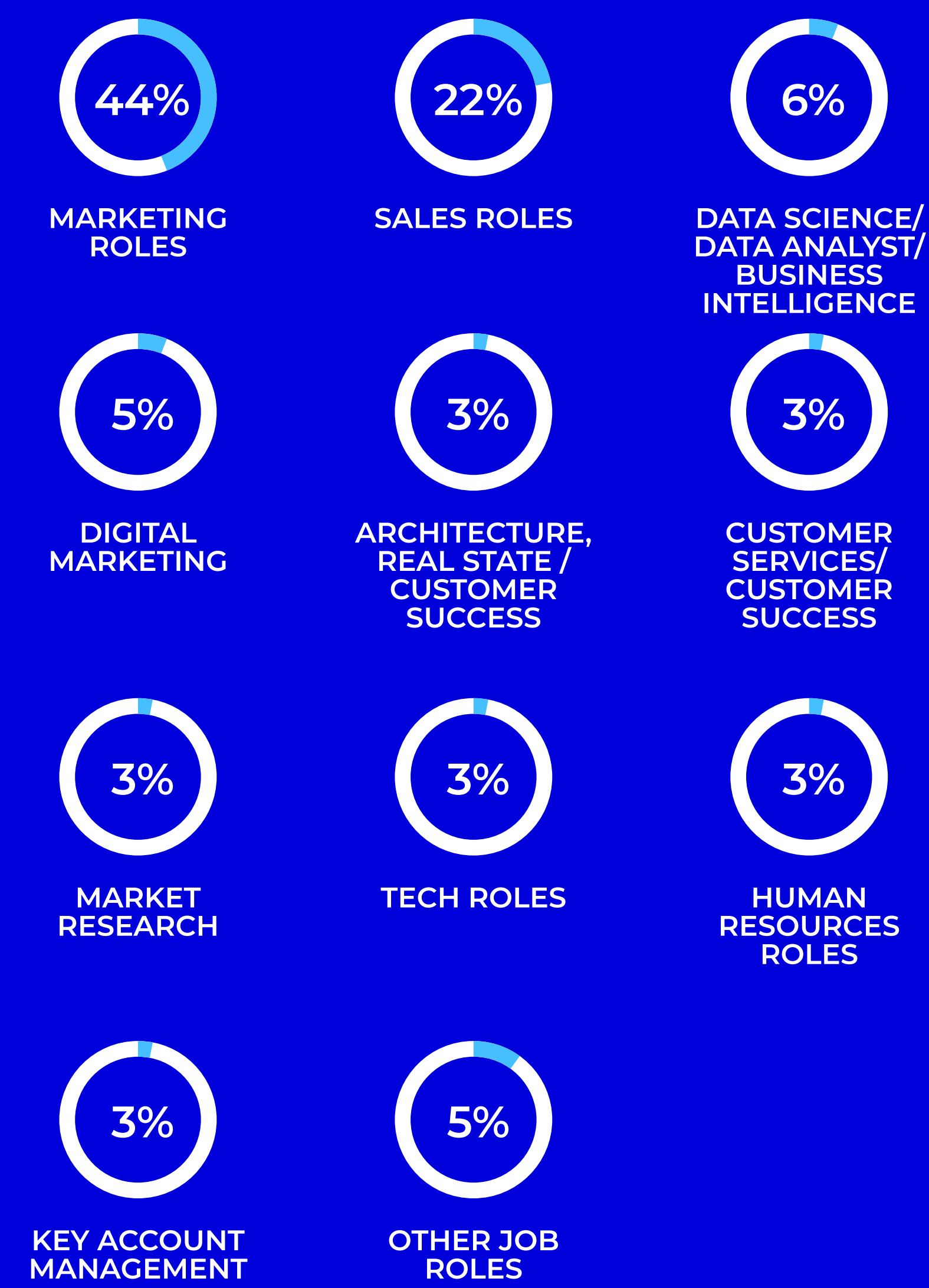
# WHERE OUR GRADUATES ARE WORKING NOW

## SECTOR

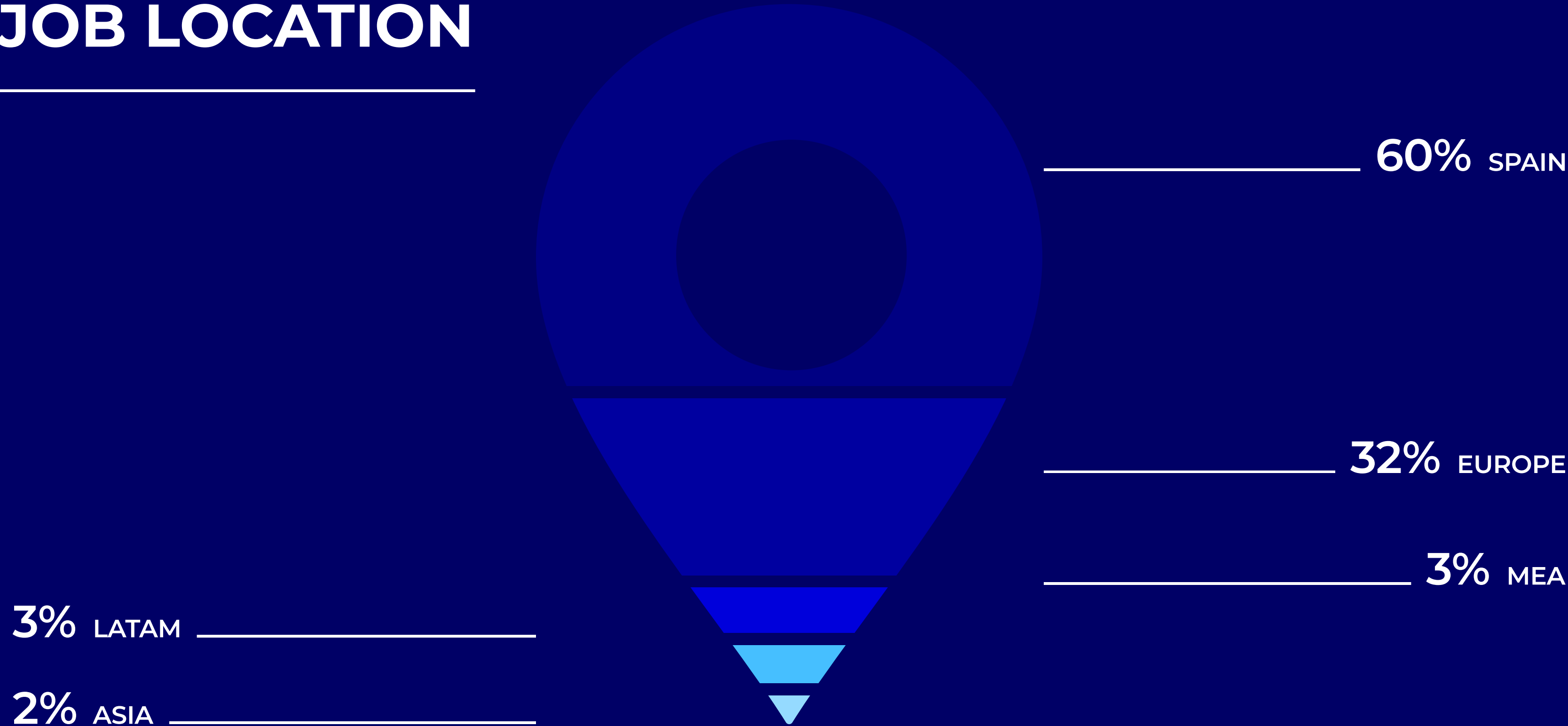




# FUNCTION



# JOB LOCATION





# TOP HIRING COMPANIES

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

95%

# JOB ROLE TITLES

- BRAND SPECIALIST
- CUSTOMER GROWTH ASSOCIATE
- DATA ANALYST
- SOCIAL MEDIA STRATEGIST
- DATA MARKETING CONSULTANT
- DIGITAL MARKETING ASSISTANT
- DIGITAL MEDIA CONSULTANT
- MARKETING & ANALYTICS
- MARKETING CONSULTANT
- MARKETING EXECUTIVE
- POS & SALES PLANNING





# 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

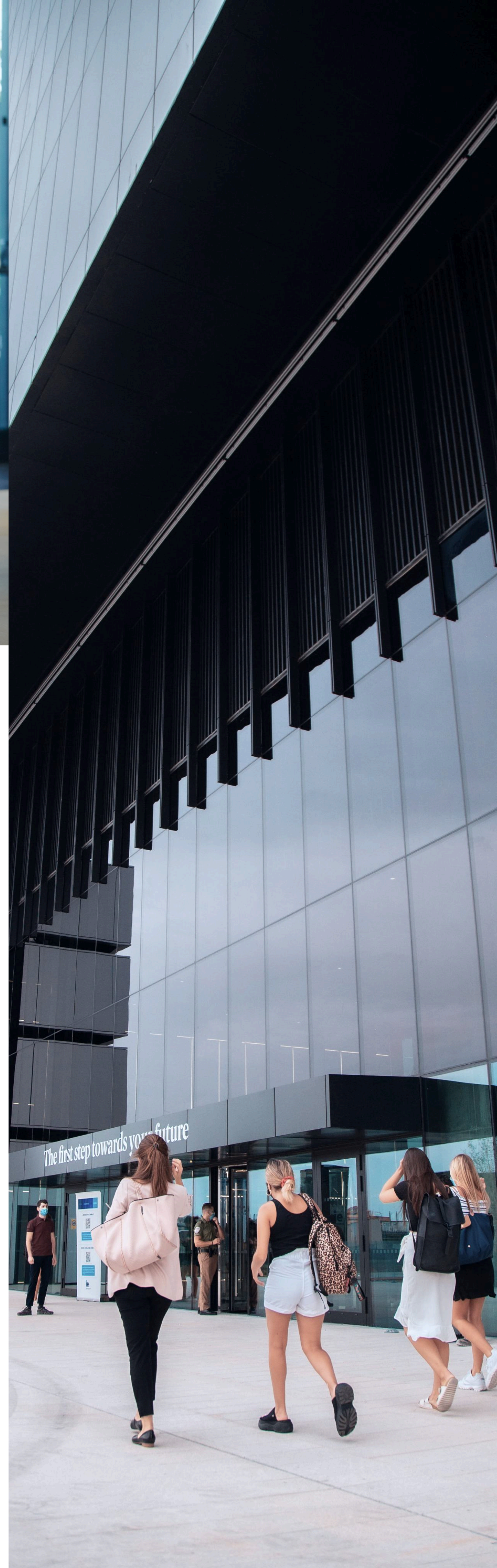
## WE'RE HERE TO HELP YOU KICK START YOUR CAREER

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 Telefonica

## FINANCE

S&P Global Santander Goldman Sachs AMERICAN EXPRESS

## CONSULTING

BAIN & COMPANY Capgemini BCG BOSTON CONSULTING GROUP  
OliverWyman Grant Thornton

## PHARMA

Abbott SANDOZ Bristol Myers Squibb

## FMCG / LUXURY / RETAIL

NIKE L'ORÉAL pepsi P&G Procter & Gamble  
IKEA ESSILOR COLGATE-PALMOLIVE Mars

KraftHeinz

## INDUSTRIAL / ENERGY

Schneider Electric Vestas bp DHL

## INTERNATIONAL DEVELOPMENT

UNITED NATIONS ADB ASIAN DEVELOPMENT BANK IMPACT HUB European Bank for Reconstruction and Development 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

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**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

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### 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

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**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

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## 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.

## BENEFITS FOR OUR GLOBAL COMMUNITY:

IE EVENTS, MASTERCLASSES AND WORKSHOPS LED BY IE PROFESSORS

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CORPORATE PARTNERSHIPS

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VENTURE DAYS

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NETWORKING AND SOCIAL EVENTS FOR ALUMNI AND STUDENTS

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GLOBAL ALUMNI WEEKENDS

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“GLOCAL” NETWORK

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WORLDWIDE CONFERENCES

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CAREER OPPORTUNITIES FOR ALUMNI AND STUDENTS

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ALUMNI CLUBS

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FIND US AT ONE OF OUR  
INTERNATIONAL OFFICES

[KNOW MORE](#)



# MASTER IN DIGITAL MARKETING

2024

CAREER REPORT

ie

BUSINESS SCHOOL