

# 2018 CAREER PROFILE

## MARKETING, COMMUNICATIONS, & MEDIA

(Six months after May graduation)

### CLASS PROFILE

- 151** Number of 2018 May graduates
- 68%** Women
- 19%** ALANA
- 10%** International students

### PLACEMENT

- 92%** Knowledge rate (per NACE standards\*)
- 91%** Employed
  - 8%** Attending graduate school full-time
  - 1%** Seeking employment

**\*National Association of Colleges and Employers Knowledge Rate Standards:**  
The term "knowledge rate" defines the percent of graduates for whom the institution has reasonable and verifiable information concerning the graduates' post-graduation career activities.

### COMPENSATION

Median Salary\*\* ... **\$50,500**    Median Bonus ... **\$5,000**  
 Average Salary\*\* ... **\$49,943**    Average Bonus ... **\$6,031**  
 n = 72    n = 16

\*\*Data reflects base salary only (excludes bonuses and additional compensation).

99%
EMPLOYED  
OR PLANNING  
TO ATTEND  
GRADUATE SCHOOL

### PATH TO EMPLOYMENT

Internship to Full-Time Offer	<b>33%</b>	<div style="width: 33%; background-color: #0070c0;"></div>
Personal Networking	<b>31%</b>	<div style="width: 31%; background-color: #0070c0;"></div>
Other	<b>15%</b>	<div style="width: 15%; background-color: #0070c0;"></div>
Campus Recruiting	<b>9%</b>	<div style="width: 9%; background-color: #0070c0;"></div>
Career Fair	<b>9%</b>	<div style="width: 9%; background-color: #0070c0;"></div>
Bentley Referral	<b>3%</b>	<div style="width: 3%; background-color: #0070c0;"></div>

### EMPLOYER SNAPSHOT


  
  


HILL HOLLIDAY



MULLENLOWE


  
  

  
  

  
  


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# FEATURED POSITIONS ACCEPTED IN 2018 MARKETING, COMMUNICATIONS, & MEDIA



Full-Time Employer*	Full-Time Position
AcuityAds	Analyst
Aetna	Marketing Coordinator
Anchor FM Inc.	Content Operations Manager
ArcLight	Associate Consultant
athenahealth	Market Intelligence Associate
Boston Solar	Field Marketing Specialist
Cape Resorts Group	Digital Content Specialist
Carbon Black	Customer Marketing Specialist
Comcast	Business Account Executive
Cuebiq Inc.	Business Analyst
Dell	Program Manager/Program Analyst
Deloitte Consulting	Business Technology Analyst
Dunkin' Brands	Assistant Integrated Marketing Manager
Eaton Vance	Digital Content Associate
Epsilon	Associate Account Executive
Exclusive Concepts	SEO Coordinator
Hill Holliday	Account Coordinator
Hill Holliday	Assistant Media Planner
Hill Holliday	Assistant Platform Media Strategist
Kantar Millward Brown	Research Analyst
Kennedy Wilson	Human Resources Analyst
KHJ Brand Activation	Marketing Associate
Liberty Mutual	Sales Representative
LogMeIn USA, Inc.	Sales Development Representative
Matanuska Glacier Adventures	Guide
Mercer	Analyst
Morgan Stanley	Wealth Advisor Associate
MullenLowe	Associate Digital Producer
MullenLowe	Junior Art Producer
New York Life	Council Agent
Norway Savings Bank	Customer Relations Representative
OUTFRONT Media	Charting Coordinator
PayPal	Marketing Specialist
RATP Dev North America	Product Marketing Specialist
Rent the Runway	Assistant Digital Merchandiser
Rocket Software	Business Development Representative
Skycore	Marketing and Business Development Associate
Sofft Shoe Company	Brand Marketing Coordinator
SSCG Media Group	Media Coordinator
Synapse SEM	Digital Marketing Specialist
Synchrony Financial	Business Leadership Program 2018
TB12 Sports	Public Relations Specialist
The Walt Disney Company	Marketing Strategy Intern
TJX Companies, Inc.	Allocation Analyst
TJX Companies, Inc.	Marketing Services Operations Coordinator
Vistaprint	Marketing Specialist
Vistaprint	Product Integrations Specialist
Wayfair	Business Associate - Category Management
Wayfair	Onboarding Business Account Manager

Intern Employer*	Intern Position
Alkermes	Marketing Intern
AMC Networks	Integrated Marketing Intern
ARC Technologies	Sales/Marketing Intern
Bellevue Country Club	Marketing Intern
Boston Children's Museum	Development and Fundraising Intern
ButcherBox	Member Experience
CA Technologies	Product Communications Intern
Citizens Bank	Media Relations Intern
Connecticut Sun	Marketing Intern
Coty	Global Marketing Intern
Crossover Hoops Inc	Event Director
d exposito & partners	Media Coordinator Intern
Dassault Systemes	Marketing Intern
Dell	Marketing Intern
Empow Studios	Marketing Intern
Epsilon	Digital Client Services Intern
Estée Lauder	Intern
Flexion Therapeutics	Corporate Communications Intern
Frontier Communications	Corporate Marketing Intern
Gerber Technology	Service Sales and Marketing Intern
Grey Eagle Music Hall	Marketing Intern
Havas Media	Analytics Intern
Havas Sports and Entertainment	Client Coordinator / Marketing Intern
Imprivata	Business Development Intern
Legacy Global Sports	Marketing Intern
Liberty Mutual	B2B Marketing Intern
MaxExposure Social Media	Social Media Intern
My-Take	Market Research Intern
PepsiCo	Sales Management Intern
Regan Communications Group	Administrative Intern
S&A Communications	Public Relations and Marketing Intern
Sparta Systems, Inc.	Digital Marketing and Communications Intern
Steve Madden	Marketing Intern
Surgery Group PR	Public Relations Intern
Swarovski	Digital Marketing & E-Commerce Intern
The Castle Group	Events Management Intern
Thermo Fisher Scientific	Digital Marketing Intern
TJX Companies, Inc.	Buying Intern
TJX Companies, Inc.	Merchandising Intern
TJX Companies, Inc.	Planning and Allocation Intern
TripAdvisor	Content Marketing Intern
TripAdvisor	Inside Sales Intern
United Technologies Corporation	Business Development Intern
Unum	IDI Business Operations Intern
Vistaprint	Marketing Intern
Welch's	Marketing Growth Team Intern
Worcester Braveheart's	Promotional Intern
Yottaa	Marketing Intern
ZOLL Medical Corporation	EMS Marketing Intern

\*Some companies on this list hired multiple Bentley students for the same position. Internships were completed in the summer of 2018.