

2022 CAREER PROFILE

MARKETING, COMMUNICATIONS, & MEDIA



(Six months after graduation)

CLASS PROFILE

- 151** Number of 2022 graduates
- 66%** Women
- 26%** ALANA
- 13%** International students

PLACEMENT

- 87%** Knowledge rate (per NACE standards*)
- 92%** Employed
- 8%** Attending graduate school full-time

***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** **\$57,320** Median Bonus **\$5,000**
 Average Salary** **\$57,513** Average Bonus **\$7,727**
 n = 50 n = 11

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

100% EMPLOYED OR PLANNING TO ATTEND GRADUATE SCHOOL

PATH TO EMPLOYMENT

Personal Networking	38%	<div style="width: 38%; background-color: #0070C0; height: 15px;"></div>
Campus Recruiting	21%	<div style="width: 21%; background-color: #0070C0; height: 15px;"></div>
Off campus job posting	17%	<div style="width: 17%; background-color: #0070C0; height: 15px;"></div>
Internship to Full Time Offer	15%	<div style="width: 15%; background-color: #0070C0; height: 15px;"></div>
Other	5%	<div style="width: 5%; background-color: #0070C0; height: 15px;"></div>
Career Fair	4%	<div style="width: 4%; background-color: #0070C0; height: 15px;"></div>

EMPLOYER SNAPSHOT

M E D / A H U B

FEATURED POSITIONS ACCEPTED IN 2022

MARKETING, COMMUNICATIONS, & MEDIA



Full-Time Employer*	Full-Time Position	Intern Employer*	Intern Position
3STEP Sports	Account Associate	Amazon	Demand Generation Intern
Abbott	Marketing Operations Assistant	Apple	Communications Intern at Apple Maps
Akamai Technologies	Marketing Programs Specialist	ARD Advertising Miami	Digital Marketing Intern
ALKU	Technology Coordinator	Barronford Associates	Marketing Operations Intern
Amazon	Account Manager	BJ's Wholesale Club	Home Division Merchandising Intern
AMS, Inc.	Market Research Analyst	Blueprint Medicines	Corporate Affairs Intern
athenahealth	Group Segment Marketing Associate	Boathouse	Marketing Intern
BJ's Wholesale Club	Allocation Analyst	Boston Properties	Marketing Intern
Bose	Marketing Rotational Program	Buyers Edge Platform	Sales Intern
Burberry	Client Advisor	Clinique YFT	Digital Marketing Intern
Cambridge Associates	Business Development Analyst	Coca Cola Puerto Rico Bottlers	Marketing Intern
Cisco	Business Analyst	Compass Packaging	Project Management Intern
Clio	Marketing Associate	CyberX	Sales Intern
DraftKings	Customer Retention & Monetization Associate	Dassault Systèmes, Solidworks	Offer Marketing Intern
EF Education First	Account Manager	DraftKings	Growth Marketing Intern
Enterprise Holdings	Management Trainee	Duck Creek Technologies	UX Research Intern
Epic	Project Manager	Eli Lilly and Company	Pharmaceutical Sales Intern
Epsilon	Associate Account Executive	Entegris	Digital Operations Intern
Epsilon	Strategic Consultant	Epsilon	Digital Client Services Intern
EssenceMediacom	Buy Enablement Associate	Frasier Enterprises	Marketing Intern
Everbridge	Business Development Representative	G2 Ops, Inc.	Research Analyst
Foundation Management & Pro-Productions	Account Manager	General Electric Appliances	Product Management Intern
FOX Corporation	FAST Associate at FOX	Goode Films	Production Intern
FullBeauty Brands	Marketing Analyst	Growth Channel	Marketing Intern
Global Citizen	Email Marketing Associate	Havas	Global Talent Intern
GoToKnow	Digital Marketing Manager	Her Campus Media	Integrated Marketing Intern
Green Harbor Energy	Marketing & Sales Associate	Hill Holliday	Account Management Intern
Havas Media Group	Video Investments Associate	Hologic	Product Marketing Intern
HearHere	Social Media Manager	Home Loan Investment Bank	Marketing Intern
Hill Holliday	Associate Account Executive	ISlide USA	Sales Intern
Hill Holliday	Associate Media Buyer	JH Communications	Communications Intern
Hologic	Associate Product Manager (US Surgical)	John Guilfoil Public Relations	Media Intern
Homesite Insurance	Digital Program Specialist	Lia Cohen	Marketing
HubSpot	Associate Marketing Manager	Live Nation	Premium Seat Sales Intern
InCrowd	Market Research Analyst	LogiWorld LLC	Social Media Marketing Intern
iNSPIRE Communications Group	Account Executive	Mayhem Entertainment PR	Public Relations Intern
Kantar	Brand Strategy Analyst	Money Management Institute	Marketing and Communication Intern
KGBAL USA	Marketing Specialist	Next Step Communications, LLC	Healthcare Public Relations Intern
Kotter International	Consultant	Partners Healthcare	Communications Intern
Leafly	Search Engine Optimization Consultant	Pegasystems	Editorial Assistant Intern
LogRocket	Growth Marketing Sales Development Representative	Pitney Bowes	Market Analysis Intern
Mavrc	Business Development Representative	Praytell Agency	PR Intern
Mediahub Worldwide	Assistant Media Planner	Progress Partners	Marketing Intern
Mediahub Worldwide	SEM Strategist	Rapid7	Sales Operation Intern
Oracle NetSuite	Account Coordinator	Raytheon Technologies	STARS Program Management Office Intern
Ocean Havens	Social Media Marketing Manager	Roessel Joy	Business Development Intern
RBC Capital Markets	E-Communications Analyst	Sensitech	Life Sciences Product Marketing Intern
Silk (Cloud Database Virtualization)	Marketing Coordinator	Smartbear	Sales Intern
Sproutward	Associate Email Marketing	State Street	Content Marketing Intern
Staples	Merchandise Specialist	The TJX Companies	Merchandising Intern
TechTarget	Copywriter	TrainToBeClutch	Social Media Coordinator and Mental Consultant
The TJX Companies	Allocation Analyst	Tyler Technologies	Content Marketing Intern
Up 'n' Under Watersports	PR Apprentice	Wayfair	E-Commerce Product Strategist Intern
USALLIANCE Financial	Digital Experience Designer	WAYV	Summer Programming Intern
VaynerMedia	Media Buying and Planning Resident	Zero VFX	Social Media Marketing Intern

*Some companies on this list hired multiple Bentley students for the same position. Internships were completed in the summers of 2018-2022.

CONTACT

Pulsifer Career Development Center
781-891-2375 | careeredge.bentley.edu